

RADIO

SCREEN

STAGE

VARIETY

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CHANGING THEATRE HABITS

Indie Casino, N. Y., Big Time, \$1 Top; \$10,000-\$15,000 Budget for 8 or 9 Acts

Two-a-day big-time straight vaudeville at \$1 top will get an eight or 10 weeks' trial at the independently operated Casino (formerly Earl Carroll), at 56th street and Seventh avenue, New York. It seats 2,500. Opening date will be either March 9 or 16, depending on the availability of material to the booked Arthur Fisher.

Shows will consist of eight or nine acts, with a weekly change if possible, and a budget ranging from \$10,000 to \$15,000 a week. House is reported desirous of playing the headliners on a guarantee and percentage basis, with the support acts on straight salary.

Casino is operated by a group comprising Jack Shapiro, Harling & Blumenthal and Harry Shiffman. They took over this house, also RKO's Cameo on 42d street, about a month ago. Casino is currently housing the San Carlo opera.

It is three blocks up from the Palace, which deserted the big time ranks a year and a half ago. Since the Palace blew, only one other straight vaude try has been made on Broadway. That was at the Broadway theatre by Arthur Klein. It lasted two weeks.

In its last big-time day the Palace tried to circumvent shortage of acts by holding shows for long runs. It didn't work.

Plans of the Casino operators are understood to conform with the old Palace policy, with exception of the scale. Palace was a \$2 house, whereas the Casino will hold it down to \$1, and 75¢ at the matinees.

It will be the first attempt at big-time booking for Arthur Fisher, a leading indie vaude booker for years.

3 YANKEE OPERAS SET A NEW RECORD

With the world premiere of "Helen Retires" at the Juilliard School, New York, tomorrow (28) a world's record in American operatic premieres by Americans will be established. Three world premieres of Yankee operas this season all within the past few weeks. Situation has been duplicated a few times previously abroad, but never by Yankees or in the U. S.

This opera parade started off with "Merry Mount" at the Met three weeks ago; then Gertrude Stein's opera, "Four Saints in Three Acts" followed last week, and "Helen Retires" is the third. Last named has an libretto by John Erskine and score by George Antheil, both native sons.

"Helen" is up for four performances only at the Juilliard, and is completely sold out. There is an offer pending to move the production into the Met schedule for next year and another to present it at a Broadway house.

Taking No Chances

Following their experiences as the result of last week's storm, as soon as it started to snow again Sunday (25) most of the Long Island commuters seemed to get the same idea at the same time.

Consequence was that Sunday afternoon traffic to the city was heavy with plenty of business for the hotels that night. The boys simply decided to come in Sunday rather than take chances on being marooned again.

New York's theme song for this winter is "Jingle Bells".

CRIPPLES' BAND COMMERCIAL ON COAST

Los Angeles, Feb. 26. An orchestra of cripples, most of whom have been bedridden for years, is being commercialized over KFAC by California Vegetable Products Corp. Starting this week the band will be a regular over the station on Monday and Thursday afternoons.

Orchestra was organized three years ago by J. Allison Phelps, air philosopher, who aimed his radio talks at shut-ins. Band members, some of whom have learned to play instruments since Phelps launched his band idea, are wheeled to the latter's home once a week for a concert.

This has been going on for more than two years, but has not been aired until the current program, which comes from Phelps' home by remote control.

Leader of the orchestra is blind and partly paralyzed. He plays the piano. Another man whose back was paralyzed when struck by a "bushy bat" carried into the home strapped on a cot. He plays the mandolin, which he learned to strum after his accident.

END OF MARDI GRAS

No More Fun and Costume Play in Paris Streets

Paris, Feb. 17. Mardi Gras—(13)—was-like-a-funeral due to previous riots.

Old days of costumed parades in streets and young bloods playing ring-a-rosy around all the girls were declining anyway, and this year's upsets have put final kibosh on them.

Parisians don't think they'll ever come back.

MATINEE GATES BEATING NIGHTS

Mid-West Checks Up on Reversed Attendance—Believes New Trend Due to 5-Day Week, Shorter Working Hours and Radio

TALK REVISED PRICES

Chicago, Feb. After 26 years of picture-going, the American public, as expressed by the middle-west, seems to be changing its theatre habits. It appears to be the result of the five day week, the shorter working day and radio.

Throughout this section of the country film theatres are finding that evening business is dropping off while matinee trade is building. This is borne out not only by independent surveys on theatre business but also by actual experiences of the theatre managers. For instance, vaude units now on the road in this sector report their matinee grosses often double the night business. As an example, in Columbus one unit did \$1,100 up to 6:30 p.m. and then got \$500 that night. In Cleveland another troupe did \$2,300 from 11 a.m. to 6:30 p.m. and then only \$600 up to closing.

Last month the Balaban and Katz circuit put through several increases in matinee admission prices. The boost followed the discovery by E.K. that night trade was running behind matinees.

The situation is unique in theatre history and part of the influence attributed to the five-day week, which doesn't necessarily mean from Monday to Friday, during which people are finding sufficient time to attend theatres during the daytime hours. Same goes for the shorter day, the people being through their daily chores early enough to get into the theatre before the evening price boost. The CWA workers are also a factor.

Radio Angle
In a study made of Chicago picture theatre business by several banking houses last month it was discovered that while theatre attendance has increased, gross revenue has not been keeping pace. This is explained largely by the public attending shows during the afternoons. It is figured they stay home and listen to radio at night.

Another angle in the banks' survey is that while Saturday business at Chicago theatres has so far jumped 10% over 1933, Sunday trade is 2% behind. It is pointed out that Saturday is radio off day on big commercial programs.

And the story of what has happened to the legitimate theatre in this town is well known in the busi-

(Continued on page 56)

When the New Prez Likes Soft Music, Brother, It's Soft Music or Else

Wrong Argot

Male monologist, added to the Sunday night show at a new Broadway night spot, stood in the wings watching another artist who was clicking nicely and observed, "That fellow's going to stop the show."

Tough guy, unfamiliar with show terms, overheard the comment, grabbed the monologist by the lapels, declaring he'd "put the fix on any mugg who tried to stop this show."

REPEAL BOOZE MAKING DRY'S OF TOPERS

Going on the wagon and staying there is threatening to reach epidemic proportions. It's not from necessity or financial reasons, but that though it was smart to drink during prohibition now it's smarter to refuse a drink.

Poor quality of the repeal liquor and the adverse publicity on the doubtful quality of the booze is sending people to the proverbial water wagon. High cost of the legal stuff is also discouraging some of the 1920-to-1933 tipplers from trying to keep up a thirst.

One of the big dailies has a bulletin board on which names of its worker go up when taking the pledge. Nearly the whole staff has climbed on this board, including the dramatic and picture departments.

Girls Picket Daily for Publicity, but No-Get

Pittsburgh, Feb. 26. Iron-clad publishers' agreement here makes it tough for exploitation men to crash the local papers outside of the theatrical page. Bill Danziger, ahead of "Broadway Peck-A-Boo" unit, cooked up a novel stunt last week which got the attention of the newspaper crowd, but no publicity.

Danziger had unit chorus girls parade in front of Sun-Tele building. All of them carried placards which read "We Want Our Pictures Taken," Pittsburgh Publishers Are Down on Poor Chorus Girls' and "Why Don't Your Cameramen Pay Some Attention to Us?" Inside

crowd got a big laugh.

M. E. Coyle, new president of Chevrolet, doesn't like comics, but he does go for soft music. Beginning with his firm's April 8 broadcast on NBC, Jack Benny will be out and an 18-piece orchestra, under direction of Victor Young, will unfold pianissimo and romantic tunes.

Benny learned how the new Chevy-rear prez felt about comics some eight weeks ago. Agency on the scene, Campbell-Ewald, was instructed to cut Benny's patter down to five minutes and have the orchestra devote more time to romantic melodies. Benny came back with an ultimatum to the effect that if his routine time were reduced he would walk.

Coyle decided not to make an issue of his likes and dislikes for the time being, so Benny's patter continued to dominate the program, but the exec got in the last word.

Young's contract, for 18 weeks, handled through the Rockwell-O'Keefe office.

PERSONALITY COURSE WITH SCREEN TESTS

New York University is offering a "personality" course which includes about three picture tests. The tests are the exams with the students to decide whether their classmates are good, bad or just indifferent, in drawing power.

First test is made when the students enter the class, the second when the term is half over, and the third at the end of the course. Tests probe how they smile, talk, walk, frown and eat.

If no improvement, the student evidently must become reconciled to being a wallflower.

Swanson's 5G Personals

Making her first vaudeville or picture house appearance, Gloria Swanson probably comes into the Paramount, N. Y., March 9. She hasn't had a picture in two years, since "Perfect Understanding," made in England, but has signed a term with Metro.

N. Y. Fair is reported paying the film star \$5,000.

Hollywood, Feb. 26. Gloria Swanson's personal appearance tour in the east before starting her first plot at Metro is being held up due to the fact that there is a \$2,500 a week difference in salary wanted and offered.

Miss Swanson figures on a six-week coverage in the key spots and wants \$7,500 weekly. Public is said to have offered \$5,000 for the Paramount, N. Y., with Boston, Philadelphia, Chicago and St. Louis to follow.

Advertising Agencies Now the Key To Free Acts for Clubs in Chi; Ladies, Merchants, Get Subtle

ONLY 1/4 OF TAXES SPENT ON RADIO

the Hague, Feb. 15.

Dutch government announces that it intends to levy a tax on radio receiving sets. Per set it would come to about \$1.25 (at par) per year and probably tax will bring in \$750,000.

Not only the broadcasting associations, who live from free donations and fear that these will shrink, when government collects this tax, but also whole radio trade is against it. Already a turnover tax of 4% is levied with 5% extra on luxurious radio-sets, so trade is heavily taxed.

Fans point out that in other countries such as England the low tax is used by government to run the broadcasting stations. In Holland, however, broadcasting would continue to be maintained by the associations, who live from contributions by fans and the tax to be distributed: 1-3 for technical improvements of radio, 1-3 for Exchequer and 1-3 for Art; associations state that Art already profits highly from radio in Holland by extra engagements for microphone.

**Toronto Stations Deny
Labor Overworked or
Underpaid as Charged**

Toronto, Feb. 26.

Warning will be served on the Dominion government under the Industrial Disputes Investigation Act if the condition of radio engineers in broadcasting stations here is not improved, according to officials of the Toronto District Labor Council. They charge that commercial stations, as well as those operated by the Federal-appointed Canadian Radio Commission, are paying first-class engineers in many instances from \$12 to \$16 for a 70-90-hour week.

Claim was made that attempts to organize the radio engineers had been met by acts of intimidation on the part of employers and that the men desired organization but were even afraid to attend meetings for this purpose.

Managers of Toronto-operated radio stations denied that first-class radio-engineers were receiving as low as \$12 for a 70-90-hour week. It was claimed that the minimum wage paid engineers on CRCT and CKNC, the two government stations, was \$110 a month and that the pay here averaged \$1,746 per annum. The minimum wage paid by CKCL was \$30 for a 44-hour week, it was stated. Workers on CRCT and CKNC did 48 hours a week and had one full day off, managers of these stations claimed.

Denials were general that employees were threatened with dismissal if tried to organize.

NEW TIME BOOKER GETS BOWEN ACCTS.

Spotbroadcasting, Inc., makes the latest time placing firms to be formed in the New York area. Organization, which is headed by Douglas Ward, is being used by the Street and Finney agency to clear its spot business in the Carter Medicines and Forty Fathom Fish Placement of these accounts had previously been handled by Scott Howe, Bowe, Inc., with some 20 stations involved. Bowen office claims that the assignment of these accounts to Spotbroadcasting, Inc., constitutes a violation of contract and if business is done with stations which carried the S&F discs when they were placed by S-H-B it will bring suit against the agency.

Cadillac's Added Month

Cadillac's opera and concert name series on NBC has been extended for another four weeks. Renewal takes the program up to April 8.

Original contract was for 13 weeks.

Super-Colossal

Pittsburgh, Feb. 26.

When a reverse charge phone call from a distant suburb came in to WWSW the other day, Eile Wyland, of the studio staff, accepted, thinking it was one of the salesmen phoning in something important.

At the other end of the line came the voice of a desperately serious young man.

"What'll you pay me to come in and tell jokes over your station?"

Chicago, Feb. 26. That benefit racket has moved over from legit and vaude to radio where they are now learning what real pressure is, especially when that pressure is from agencies and merchants. In the old days the club or get-together wanting free entertainment went to friend vaude booker or booking manager to put his pressure against the acts. But with clubs now all radio-minded they are battling around for new angles. For three years they hustled around trying to find the real top in radio. They tried booking offices, announcers, station managers and program directors. But none of these were the right pressure guys.

Finally they got around to the agencies, and presto, they had found the right combination. An eyelash wink from the agency and everybody in the business from performer to station owner jumped to attention with a yessir. And now agencies are the big bad bugaboos as far as performers and stations are concerned for asking favors in personal entertainment for their clubs and gatherings and always free of charge.

Every time anybody is putting on a party and wants to strut real talent without forking out for it he runs to some agency friend who puts on the pressure. Station manager and performer are literally forced to acquiesce to these demands for fear of hurting future business relations. Usually the pressure goes from agency to station manager with the station sending its ace performers, and usually meaningless gatherings.

The Femme Angle

Women's clubs all have a cute angle now for getting the best radio talent for nothing for their weekly get-together. In their requests for talent free they always mention in a by-the-way manner that after all these same women's clubs could always start boycotting the station's children's shows if they weren't friendly.

And business men's luncheons are a cinch. If they want a radio yodeler or two for entertainment they no longer call for a club booker and shell out some coin for the talent. They now phone the first station that comes to mind and ask for talent. And call it a form of audition by telling the station manager that there will be say 1,000 big merchants at the luncheon and if the talent catches on it's certain that at least one merchant will want to go on the station with that show.

Getting to be a headache all along the line.

WSOC CHARTS PHONE CALLS FOR 20 DAYS

Charlotte, N.C., Feb. 26. For a period of 20 days WSOC made a record of all telephone calls concerning programs, and tabulated these. Of the 3,789 calls, "Dancing by Request" led with 1,046. "Vic and Sade" head the list of inquiries concerning network offerings.

A one-day one-program record was set on January 30, when 154 calls asked what time the President's birthday speech would be broadcast.

Williams to Reincke, Ellis Agency in Chi

Chicago, Feb. 26. Russ Williams moves into the Reattack - Ellis - Younggren - Finn agency here to take over the radio department.

Williams was formerly radio exec at the Erwin-Wasey office.

Red Davis' Ends

Beech-Nut may turn to a musical type of show for the spring and summer. Meantime the food packer has decided not to renew for the "Red Davis" serial on NBC, though the account has found this one of the most popular shows it has ever backed.

Expiration date for the Davis script is March 23, which will make it a run of 26 weeks.

NBC SIDESTEPS CBS-JAMMED BOSWELLS

NBC rejected an approach made in behalf of the Boswell Sisters. Proposition entailed retaining schedule for the trio, but NBC declared itself against doing any business with the girls until they have settled their contract differences with the CBS Artists Bureau. Boswells have been offered a commercial with an NBC release, but before accepting they want to be sure that Columbia won't start injunction proceedings.

Three some feel confident that CBS will refrain from any litigation as long as they confine their air appearances to Columbia. Booking contract between the Boswells and the network has a year from this June to go. Girls walked out of the agreement several weeks ago on the ground that the CBS Artists Bureau had not amply looked after their commercial and personal appearance interests. Connie Boswell is currently doing a solo on the Camel show. Team figures that the CBS Artists Bureau won't sue for commissions on this engagement until after its expiration.

Loughran Joins L&T

Chicago, Feb. 26.

Basil Loughran of the Chi NBC production staff moves over to the Lord & Thomas agency. Will work under Leo Goodkind, now in charge of the agency radio department.

Loughran will concern himself with the actual production of the agency shows. He comes in following the departure of Henry Selinger as head man of the agency radio bureau.

Charlesworth Defends CRC

Chairman Thinks Much Progress Has Been Made, Conditions Bettered

Following political attacks on the floor of the House of Commons, investigated by complaints of radio listeners in various constituencies, the services of the Canadian Radio Commission will be investigated by a parliamentary committee.

Staunchly defending himself despite the impasse, Hector Charlesworth, CRC chairman, told radio scribes during his flying visit here that the Canadian Radio Commission is fulfilling its aim by the establishment of continental and regional networks that cover the Dominion from coast to coast and use no advertising in their programs.

At the same time, he stated, the Commission is exchanging programs with the United States, and some of the finest American features are being carried over Commission networks so that these may be heard by possessors of the cheap sets receiving sets. Previously, he claimed, these programs were available to only those in the central sections of Canada. Through a special exchange arrangement, these outstanding NBC and CBS programs are secured without cost.

Charlesworth claims that the centralized radio in Canada has been manifestly efficient and economical,

as impossible under any other system. The first desire was Canadian broadcasting for Canadian listeners and freedom from dependence on foreign sources for radio entertainment. The Canadian Radio Commission is now providing 30 hours a week of distinctly Canadian service," says Charlesworth.

Another aim of the Canadian Radio Commission has been the fairer distribution of advantages of radio other than commercial broadcasting. While large centers enjoyed a duplication of radio service, great areas of populated Canada were starved for radio entertainment. The commercial system relied upon advertising for revenues, and this was centered in the urban communities of Toronto, Montreal and Ottawa. Today, says Charlesworth, this entertainment is available to listeners living in isolated communities in the prairie provinces and the maritimes. A nation-building force, says Charlesworth, is the broadcasting of programs from Halifax and Vancouver that are heard in Montreal and Toronto, and vice versa.

System calls for a capital expenditure of \$3,250,000 and an annual operating expenditure of \$2,500,000 to be financed by a receiver's license fee of \$3 and an annual government subsidy of \$1,000.

CKCL Defies Canadian Commish

Over Ban on Ford Broadcast

NBC'S CHAPERONS

Effie Experts Eavesdrop on Salesmen

Selling staff of the NBC Artists Service are now accompanied by efficiency experts when they go calling on ad agencies and theatrical booking offices. E. e.'s are part of the Tradeway, Inc., staff which has been retained by the web to find out what is wrong with its artists' service as well as the program department.

Traveling around with the artists' bureaus' reps is supposed to give the Tradeway probits an opportunity to observe how the former make their approaches, the methods they use in selling their talent and the buyer's reaction to it all. Instructions given the bookers demand that the efficiency experts be introduced on all such calls as Mr. and So-and-So of NBC.

**Ben Pratt Goes East
As Assistant to NBC
Vice Pres. Mason**

Chicago, Feb. 26. Able to find a spot in Chicago for Ben Pratt, former titlist head of NBC's midwestern press department, Niles Trammell has arranged for Pratt to go east. M. H. Aylesworth is making a spot for Pratt at Trammell's request.

Position of Pratt in NBC has been unique. Since the end of the World's Fair he seems to have been without definite assignment. Previously and for some time he held the title but not the job of manager of the publicity section. Originally he was in the production department.

Pratt moved to New York Saturday (24). It is understood he will become assistant to Frank Mason, v.p. in charge of press.

Daniels Agency Folds

Boston, Feb. 26. George Daniels & Son Advertising Agency of Providence is in the process of liquidating their business, which means that Frank Weston of that agency will soon be out of a job.

For the past several years this agency has been identified with various New England radio counts.

CKCL Defies Canadian Commish

Over Ban on Ford Broadcast

license faces

CKCL the Ford Motor program last night in disobedience of minute wire from Hector Charlesworth forbidding the broadcast. High interest awaited last night's broadcast because as this is the first time the federal-appointed commission has ever been defied. Wires started to buzz as soon as the Ford program was heard on the air.

Commission forbade same broadcast over CKCL last week and instructions were obeyed after heated telephonic conversations between CKCL officials and the CRC chairman. Last night, CKCL decided to go ahead with the broadcast and see what happened. Plenty has and is going to. Henry Gooderham, president of the offending station says: "If we are sued for broadcasting the program, we will leave it to the courts to decide."

Ford program was originally booked to come over CFRB, the Columbia outlet here, but, according to Harry Segwick, manager of CFRB: "We would have carried the program if we had had the time open but our schedules were filled for Thursday evening and the Ford people apparently sought another outlet."

It is Charlesworth's contention that NBC and CBS each get one Toronto outlet only. The broadcasting of the Ford program over CKCL would give CBS two outlets. He says: "If two stations cannot carry the American programs contracted for, we do not intend to allow new outlets."

Regarding the 'farming out' of the Ford program, Charlesworth says: "We intend to take action in this matter. We told them last week to cut that program but they have gone ahead. We will see what our powers are."

Among the powers of the commission is the recommendation of the suspension of a station license, according to the Canadian Radio Act.

Operators of private radio stations in Canada must have a government license, Justice Armour ruled last week, after Radio Inspector R. G. Gooding and the Attorney-General of Canada sought an appeal on the decision of Magistrate Smith, who had previously acquitted Archie F. Gignac, lawyer, of the charge. Case is remitted to the magistrate in question with the instruction to convict Gignac of illegally establishing a radio station.

Ottawa, Feb. 26. Dominion Broadcasters Association, with a claimed membership of 40 independent radio stations across Canada, has come forward with a resolution urging the disbandment of the Canadian Radio Broadcasting Commission in April when the act establishing the Commish expires.

Association urges the granting of a government charter to a body to be known as the Canadian Broadcasting Corporation to have full powers over broadcasting in Canada on a non-political basis. It asks that the present government-owned stations be sold or leased to private operators so that all units would be on an equal footing with the right to negotiate contracts for commercial, religious, political or other programs without interference or restriction.

Proposed corporation set-up would be headed by five "governors" representing each section of the country, aided by an honorary advisory committee of five in each province. At least one member of each provincial committee would be a representative of a radio station.

Dominion Broadcasters Association has withheld its list of members because of the fear of reprisals on the part of the government commission in case its life is extended beyond April by a renewal of the enabling statute.

NESTLE EXTENDS

Nestle's chocolate (Corliss-Lamont) has renewed for another 13 weeks on NBC's blue (WJZ) network.

Bethel Shuttles, Don Bestor and Walter O'Keefe, who started on the program last August, remain.

VAGARIES OF SURVEYS

FANS TALK, DO DIFFERENTLY

Chicago House-to-House Interviewers Find Public Glad to Discuss Radio Likes and Dislikes

DAY AFTER FAVS.

Chicago, Feb. 26. In a survey of surveys it is discovered by a large radio company that most people don't know what they like or the radio, don't remember what they listen to and don't know why.

For instance, it is learned from a personal house-to-house canvass that 95% of those questioned about their preferences in music state that they prefer high-class music to jazz. Yet the radio in that house at that time is tuned in on a wah-wah lowdown honky-tonk jazz band. Survey discovers that some people are not honest with themselves. They say things they don't believe, but which they think sounds ritzy. They pose and don't practice what they preach.

People, however, like to be interviewed about their preferences on the ether. They take it very seriously and treat it with great importance. They get very official, and soon start giving orders that so-and-so ought to be off the air, and that they think some sponsor should grab such-and-such. They also want to know the politics of the radio industry and soon start asking confidentially how a person goes about getting on the air.

This fact of taking interviews seriously makes the survey business a difficult and slow process. The radio company handling this survey, for instance, found that no matter how industriously the canvasser worked it is impossible to see and question more than 24 people in a day, and often as few as 12 people.

Reasons for this are many. In the first place, house-to-house canvasses reach women almost exclusively, and the only times a woman will answer questions are from 9:30 to noon and from 1:30 to 4 p.m. Before school time the housewife is busy getting breakfast for the family and bundling the kids off to their lessons. At lunch hour the kids are back again, and after four o'clock the wife is busy with the children and preparations for supper. Which gives a surveyor about 30 minutes daily and about 10 minutes for each interview.

As far as the most popular programs are concerned it is not so easy to get at the real truth. Because radio listeners are as fickle and changeable as chameleons. Their tastes change from day to day. On Mondays they prefer Eddie Cantor, because they heard him yesterday and enjoyed the show. On Wednesday, they prefer Ed Wynn, or Fridays they are certain the Valley show or the Maxwell House program is their heart's desire. On the day following any star program that program immediately becomes the choice of 75% of the people.

However, if forced to state their first and second preferences people will name the same type of shows in both instances. Thus people like drama, or comedy, or speeches, or music, and both their first and second choices will contain two drama programs or two comedy shows, and so on down the line. Typical first and second choices are "Myrt and Marge" and the "Goldbergs," or Eddie Cantor and Joe Penner. Others voted first and second for Bing Crosby and Wayne King.

Glance through the survey reveals a surprisingly high number of votes for "Myrt and Marge," "Rise of the Goldbergs" and Father Coughlin. However, it is noticeable that favorite programs are concentrated in certain sections of the city even into blocks. One block of houses will vote for Eddie Cantor, the next for the Barn Dance. Which indicates that people discuss the radio and each influences the other through word-of-mouth to listen to particular shows.

		(PART)	SURVEY)	Hour of Interview	Favorite Station	Number in Family		
A. P. Boardman	Philco	Red Davis	Dangerous Paradise	4	WMAQ	4		
6832 Loomis Blvd.		Kent	Father Coughlin	WLS Barn Dance	1	KYW	4	
W. J. Conley	Atwater Kent	Joe Penner	Father Coughlin	3	KYW	3		
6845 Loomis Blvd.		Kellogg Spartan	Father Coughlin	6	WMAQ	3		
R. A. Neltzke		Sperton	Red Hot & Low Down	Eddie Cantor	5	WMAQ	5	
N. Radford		Sperton	Father McGuire	Father Coughlin	3	KYW	3	
6845 S. Ada Ave.		Atwater Kent	Atwater Kent	The Goldbergs	WENR	4		
H. C. Yandel		Sperton	Atwater Kent	Rondoliers Kindergarten Hour	WMAQ	3		
6826 Loomis Blvd.		Atwater Kent	Atwater Kent	The Goldbergs	WENR	4		
R. J. Spain		Atwater Kent	Atwater Kent	The Goldbergs	WMAQ	4		
6842 Loomis Blvd.		Atwater Kent	Atwater Kent	The Goldbergs	WMAQ	4		
S. A. Hill		Majestic	The Goldbergs	Rudy Vallee	4	WMAQ	8	
6825 Loomis Blvd.		Majestic	The Goldbergs	Carlos Molina	Dr. Springer	3	WCFL	5
E. Graham		Sonora	The Goldbergs	The Goldbergs	Myrt & Marge	3	WMAQ	6
6816 Loomis Blvd.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	3	WMAQ	6
J. Gregory		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6839 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
E. Ellis		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6835 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
J. Virglo		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6827 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
R. Porcaro		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6807 S. Pauline Ave		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
Dr. L. Mastandrea		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6801 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. Cozzie		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6810 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. Lurzio		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6812 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
C. Prospicio		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6830 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
J. N. Tortorelli		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
1756 W. 69th St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
N. Moeker		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
J. Mulligan		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6914 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
E. T. Riedel		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6915 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
P. Doherty		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6920 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
G. Lewis		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6922 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
W. Fairlaco		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6933 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
S. Egan		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6930 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
F. Probo		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
7006 S. Honore St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
J. Gregory		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6839 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
E. Ellis		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6835 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
J. Virglo		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6827 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
R. Porcaro		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6807 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
Dr. S. Mastandrea		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6801 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. Cozzie		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6810 Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. Surgio		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6812 S. Paulina		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
C. Prospicio		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6830 S. Pauline Ave.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. Lenza		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
1753 W. 69th St.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
A. McGole		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6842 Loomis Blk.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
H. C. Yandel		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
6842 Loomis Blk.		Buckingham	The Goldbergs	The Goldbergs	Myrt & Marge	2	WLS	5
S. A. Hill		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
P. J. Haynes		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6818 Loomis		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
K. A. Schelling		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6806 Loomis		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
H. J. O'Malley		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6815 Loomis		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
H. Blasberg		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6817 Loomis		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Irving Albert		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
5217 University Ave		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Wm. Connors		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
4718 S. University Ave		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Mrs. Amelia Frank		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
5041 Dorchester Ave.		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Mary Brown		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Jane Cowell		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
Public Library		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
G. Wasserstrass		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
2632 Eastwood		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
A. P. Boardman		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6833 Loomis Blvd.		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
W. J. Conley		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6843 Loomis Blvd.		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
J. A. Riley		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5
6845 Loomis Blvd.		RCA-Atwater Kent	Myrt & Marge	The Goldbergs	Myrt & Marge	2	WLS	5

DOC BRINKLEY IN MEXICAN JAM

Doc Brinkley's station at Villa Acuna on the border, in a jam with the Mexican government. Ministry of communications and public works, announces that the Doc's plant will be heavily fined as it has been transmitting by remote control programs in English from Milford, Kan., without Mexican authorization. More trouble is in prospect for Brinkley, as the Mexican government has discovered that he uses the Villa Acuna station to broadcast medical propaganda without his being properly licensed to practice medicine in this land.

Brinkley has been granted a fortnight in which to convince the government that he is licensed to practice medicine in Mexico. If such proof is not forthcoming, the station's radio concession will be suspended for a month and perhaps canceled, the ministry warns.

Legislation pending in Washington will bar remote control broadcasts from American soil except Federal Radio Commission permission.

Herbert Akerberg and Donald Withycomb, stations relations managers for CBS and NBC, respectively, left Sunday (25) for a good-will trip to Ottawa. Stay will primarily concern itself with working out with the Canadian Radio Commission another schedule of international program exchange.

While across the border, will also visit their station allies.

PHILLY LOCAL WANTS SAME SET-UP AS CHI

Philadelphia, Feb. 26. Philly Musicians' Union, Local 77, is girding for a battle with the town's radio stations, following ultimatum from Romeo Cella, newly elected president.

Among the demands Cella will seek to enforce are the following:

- That all local stations be required to employ union men for house orchestras.
- That no station be allowed to follow with commercial announcements any dance program originating from a local restaurant or night club.
- That studios must employ union musicians for the purpose of operating radio discs.

Cella is to force Philadelphia stations to accept radio conditions now existing in Chicago. Although efforts have been made in this direction before, they have rarely been successful, primarily due to the musician's willingness to accept jobs at lower than union scale.

Noel's, secretary of the Chicago Federation of Labor and guiding factor in the affairs of station WCFL, is in the race for one of the Illinois congressional posts.

Has announced his candidacy for the Democratic nomination for the 10th district, which includes the northern portion of Cook county and Lake county to the north.

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(Continued on page 42)

4 A's and ANA Taking Over Crossley Reporting, but No Change in System

Authority of the Co-operative Analysis of Broadcasting, frequently referred to as the Crossley Report, will March 1 be assumed jointly by the American Association of Advertising Agencies and the Association of National Advertisers.

It will be organized under corporate identity and undergo a change of name.

Archibald M. Crossley will continue to direct and radio.

He will thereafter do contracting with the joint agency-advertiser board direct instead of with Crossley. More also relieves Crossley of the selling and political phases entailed in the operation of the survey.

Figured that with the two sources responsible for it financially, the service will be able to make some improvements, among them a more speedy return on the popular data collected from correspondents.

There is no intention of making any changes in the survey's system of operation. Recollection or guessing method will be retained intact. Supervising committee will be composed of three advertiser members and two agency sub-members.

Rep. Prall (Dem.) Surprises Radio Comm. Appointee

Washington, Feb. 26.

Twenty-four hours after he said he had just learned of the vacancy, President Roosevelt nominated Rep. Aning S. Prall, of Staten Island, N. Y., to succeed William D. Starbuck as a member of the Federal Radio Commission.

Selected to represent the thickly-populated first zone, Prall was a dark horse and his appointment a major surprise in both Congressional and broadcasting circles.

Even the day before Prall was picked, the President refused to tip, declaring at a press conference Wednesday (21) that he had just learned Starbuck's term was up, had no names under consideration and was undecided whether to fill the post immediately or await Congressional action on general communications problems.

Other individuals reportedly under consideration by administration patronage-dispensers included Eddie Dowling, whose chances never were taken seriously by those in the know, and Herbert L. Petty, radio man for Democratic National Committee and present commission secretary.

A Democrat and member of Congress for 10 years, Prall has been a relatively inconspicuous party wheeler and conservative member of House Banking and Currency Committee. Never previously connected with broadcasting or interested in legislation pertaining to communications, as far as is known here, new commissioner served three years as president of New York school board and about a year as commissioner of taxes before entering Congress.

Bernie Stage Auditions

Pittsburgh, Feb. 26.

Ben Bernie, playing at Stanley theatre this week, pulling a Paul Whiteman, staging local radio auditions with the winner to get a featured spot on old maestro's Pabst program tomorrow night (27). When Whiteman was here last year, he picked "So-and-So" trio, now featured over WCAE here, and gals will be candidates again in competition. If they win out, they'll go over a rival station for WJAS carrying the Bernie program here.

In his act at Stanley, Bernie's using four local radio acts all week. So-and-So's one of them, Sara Heller from WWSW, Betty Crukshank from KDKA and male singer from KQV's Blues Chasers.

Nebraska Exec Shift

Lincoln, Feb. 26.

Union Holding Co., which has KFAB, KFOR and KOIL, underwent reorganization this week after the death of H. E. Sildes, about a month ago.

Charles Stuart was made president of the company, with A. L. Beghtol remaining as president of KFAB, with Dee Dirks, vice-president and general manager, of all three stations.

President A. L. Beghtol, KFAB, announced last week station is considering moving studios to the Lincoln hotel, from the Cornhusker, where it now is. Cramped quarters at the latter and need of an audition studio is mostly responsible.

KFOR is already quartered at the Lincoln, so it would make the hotel the seat of general offices for all radio holdings of the Union Holding Co. here.

TOO MANY PERSONALS PREVENT AIR DATES

Pittsburgh, Feb. 26.

Honeyboy and Sassafrass, blackface script act imported by KDKA from southwest, and middlewest, have been booked for so many personal appearances in theatres locally by NBC Artists' Service that they had had to cancel their night-time sustaining program. Instead, they have switched to noon hour on KDKA. Boys have been mopping up with their personals and in great demand in surrounding territories.

In evening spot of Honeyboy and Sassafrass, KDKA is now using five weeks weekly Dan and Sylvia, with WMAQ, Chicago, for five years. Sponsored out there, at various times by Willys-Motor, Nivea Face Cream and Chicago "Daily News," they're auditioning commercials here now.

Booth, Day for B&K's Blue Jay' NBC Show

Chicago, Feb. 26.

Wade Booth and Dorothy Day have been set on the new Bauer and Black show by Donna Parker. B. & B. show will start on the NBC Blue web next month for a coast-to-coast ride.

Will plug the B. & B. "Blue Jay" product. Show will be a combo of music and drama with Dorothy Day slated to write the skits and act in 'em. Both Miss Day and Booth are from legit.

Berger's Show Moves

Los Angeles, Feb. 26.

"Forge of Freedom," weekly historical dramatization that has been written and produced by Hal Berger over KFAC, goes to KMTR, Hollywood on a year's arrangement.

This is the second program from KFAC to go to the Hollywood station within two weeks. Other was the mighty "In-Laws," which had been on KFAC for two years.

'Cal. Melodies' Back

Los Angeles, Feb. 26.

"California Melodies," first regular program to emanate from the coast over the CBS network, returns to the chain from KHJ tomorrow (27) after being taken off several weeks ago.

It will be a 15-minuter in future instead of half hour as formerly. Features Ray Paige's orchestra.

TOMMY BIGGS LANDS

Pittsburgh, Feb. 26.

Tommy Biggs, formerly of WCAE's Biggs and Moke, one of most popular of local radio teams, has landed a 26-weekly commercial over KDKA with Fels Naphtha. Biggs has been on his own with KDKA for some time now, splitting with Moke several months ago.

Biggs' act is "Uncle Bob and 'Tish," in which he does a take-off on six-year-old youngster. Used the same thing during hey-day of Biggs and Moke. Since doing a single, he has been one of KDKA's regular sustaining artists.

FRC Knell

Washington, Feb. 26.

Long expected message of President Roosevelt recommending to Congress the creation of a Federal Communications Commission merging authority over wires, cables and radio came Monday (today).

Establishment of this agency would dissolve the Federal Radio Commission as now set up. Several of the latter's members will likely receive appointment to the new communications board.

Television as Concession in 1934 Chi Fair

Chicago, Feb. 26.

Coup! of rometers here are working on a television angle for the World's Fair this summer. Television talk has slumped mightily in the past two years with Sanabria and Western Television quiet but television is now thinking of a big revival through exploitation along with Oriental Villages, midways and fan dances.

Angle here is to have huge 60-foot television screen hung over the Floating Theatre for televised programs from a local station. Promoters have been contacting station managers to deliver free entertainment through their station for simultaneous broadcasting and televising. But stations so far have been chary, feeling that they themselves won't get anything out of the promotion.

All that the television boys are offering is additional publicity which isn't enough for the stations. Promoters are talking that they must get \$100,000 for their end out of the television idea and are selling that idea for that much coin to some commercial sponsor. So far there have been no takers.

Indicated that the result will be an indoor television demonstration for 25c admission, much after the manner of the Sanabria demonstration during the past two years in theatres, department stores and such.

Wants to Wear Badge

Fort Wayne, Feb. 26.

Gunnar Elliot, sports announcer over WOVO for past ten years, is producing here for Allen County sheriff in the spring primaries.

Station will campaign for him.

72 U. Remedies Discs

Chicago, Feb. 26.

United Remedies through Harry O'Neill last week commissioned Dick Voynow of the Columbia phonograph company here to turn out some 72 radio discs for two products, Peruna and Acidine.

Figured that at least 24 of the masters will have the Pickard Family, now on WJJD, and another 24 with the Barn Dance hillbillies now on WJAS in Pittsburgh. Talent for third 24 masters not set.

WIBG, Philly, Offers Time Free For Cost of Union Musicians

Philadelphia,

Reorganization of WIBG, as an outlet for local labor unions, will be contested for breaking of radio code regulations. Present set-up is similar to WCFL in Chicago, but idea of new station manager, Tom Harkins, to give free time to any sponsor employing union musicians, is meeting plenty of opposition.

Harkins, former commercial head of WCAU (1934-39), knows the local situation from the inside, and plans to use alliance with union heads for snaring publicity. However, with signing on of Lane Bryant, Philly women's store as a free advertiser using union musicians at union scale for three 15-

Providence Is Plenty Confused On Sponsorship of Headliners

Providence, Rhode Island, the fifth city to be canvassed by VARIETY'S "Do Fans Know Sponsors?"

Establishment of this agency would dissolve the Federal Radio Commission as now set up. Several of the latter's members will likely receive appointment to the new communications board.

Andy escaped association with advertiser other than their own.

Boake Carter, Caso Loma orchestra.

Easy Aces are not listed in the count for the Rhode Island capitol. Full list submitted by VARIETY includes 25 well-known headliners or programs with the public asked to designate the sponsorship.

Providence, with pronounced French-Canadian racial strata, and a large foreign-speaking colony, is rated a poor to so-so "show town." Majority of its film theatres play

two motion pictures at missions.

A mill town with wages never very high and the I. Q. of the community not exceptional, Providence is served by three radio stations, WEAN (CBS), WJAR (NBC), and WPRO. They are the only stations in the two-by-four state.

Best showing to date of the Wayne King orchestra is in Providence. There is a certain amount of variance city-by-city as between the public's familiarity with advertisers.

Providence was surprisingly product-minded on the Metropolitan opera compared to other cities, but reversed the percentages on several others.

VARIETY's present series of findings will be combined for a grand national tally. National at least this side of the Rockies. Because of time and programming differences, no attempt has been made to include the Pacific area.

New week: Indi

Program Sponsor Identification

PROVIDENCE, R. I.

Questionnaire tabulated from following: Housewives, 14; clerks, 25; librarian, 1; policemen, 3; artist, 1; janitor, 1; student, 1; chauffeur, 1; telephone girl, 1; salesmen, 5; oil-dealer, 1; tailor, 1; bremen, 2; barbers, 2; executives, 4; designers, 2; stenographers, 6; secretaries, 2; engravers, 2; laborer, 1; carpenter, 1; naval officer, 1; wright, 1; undertaker,

(91 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Named	Sponsor Known
Maxwell	81	1	9	9
Ed Wynn	79		11	
Eddie Cantor	78		12	
Rudy Vallee	88		21	
Wayne King Orchestra	53		35	
Myrt and Marge	50		40	
Amos 'n' Andy	50		41	
Burns and Allen	44		44	
Rise of Goldbergs'	37		52	
Jessica Dragonette	30		55	
Metropolitan Opera	21		62	
Jack Benny	21		68	
Will Rogers	20		69	
Harry Horlick	18		55	
'March of Time'	18		24	
Paul Whiteman	11		75	
Bing Crosby	10		84	
Phil Baker	6		84	
Olsen & Johnson	4		86	
Clara, Lu and Em			76	

Al Shayne Bankrupt

Al Shayne, on The Sally's Furnishings stand, WMCA, last week took the bankruptcy way out with a petition in the New York Federal court. Schedule gave his liabilities as \$5,963 and assets, none.

Filing of the petition came on the eve of Shayne's opening at the Fox, Brooklyn. Shayne's other current connection is the King Terrace niter.

Judgments taken against him make up \$3,800 of the liabilities. Another \$1,000 is due for rent. Shayne's present residence is the Hotel St. Moritz.

SPONSOR CONFUSION EXPLAINED BY FAN

Detroit, Feb. 18.

Editor VARIETY:

Your questionnaire, "Do fans know sponsors?" Perhaps the same situation exists in those cities canvassed as here. We have what I believe is termed in radio parlance spot announcements. They are so frequent and in some instances so interwoven in a sponsored program the result is confusing. For instance, the Lowell Thomas program carries two gasoline advertisements, first the local one and then immediately following we hear about the same product (gasoline) so how are we to know who is really the sponsor?

If I am listening, say to Baron Munchausen, and during what seems part of the program, I hear some local product mentioned, how am I to know that they are not both paying the Baron? Maybe the listener isn't dumb or uninterested, just confused.

Margaret Claypool.

'Paradise' Winds Up

Authors of the "Dangerous Paradise" serial which Woodbury Page is supporting on NBC have been advised to bring the yarn to a finish with the 73rd broadcast, slated for the second week in April.

Commercial has decided not to extend the run of this show beyond this date but to come back to NBC in the fall with another script using the same principals, Nick Dawson and Elsa Hitz.

"Paradise" affair is now on its second 13-weeks.

SAT. NIGHT IS MAIL ORGY

Advertiser Gives WJAS, Pittsburgh, Lesson in Radio Showmanship

Pittsburgh, Feb. 26.

That station men often can take lessons in showmanship from advertisers has been illustrated in the case of WJAS here, of which H. J. Brennen is general manager and Robert Thompson commercial manager. Harry O'Neill, of the United Remedies Company, Chicago, gave WJAS the lesson in radio showmanship.

United Remedies went on WJAS several months ago on behalf of Peruna, Acidine, and other bitters and syrups. Against O'Neill's judgment WJAS supplied the programs according to the station's own ideas. Mail was wanted but was slow, amounting to only 15 and 20 letters a day.

O'Neill, disgruntled, told the station to forget about the deal. Bob Thompson, of WJAS, went to Chicago to try to save the business. He explained that after all, WJAS was a metropolitan station and therefore not a mail-puller, that WJAS listeners didn't waste their writing letters.

Hoke or Nothing.

O'Neill gave Thompson alternatives, either to forget about the entire deal or to go down into the hills of West Virginia and pick up a couple of hill-folk families. O'Neill insisted that they be the genuine thing without contact with the outside world. And then for Thompson to put them on the station.

WJAS sputtered and stalled, but with O'Neill it was a case of 'or else.' One week later WJAS wired O'Neill that he had located the hill-families that O'Neill wanted.

Mail the first day was something like 250 letters, the day following 800 and it built to over 500 letters daily. After three weeks the two hill families, billed as 'Barn Dance Frolic,' are getting valuable offers.

MAN-IN-STREET STUNT GETS WJSV INTO JAM

Washington, Feb. 26.

WJSV, local Columbia outlet, found itself in the middle of a bitter fight over Capital street car service as a result of a man-in-the-street broadcast to get opinions of the public on car and bus travel.

Stunt was pulled last Tuesday (20) on corner announced two days in advance. Bob Trout, announcer handling the broadcast, was swamped with willing talkers. Out of 11 who voiced sentiments, all were enthusiastic in praise of car companies.

Daily News, which has been leading the fight for improvement, cracked forth next day with a story which intimated carmen had planted stooges on the spot, and opinions were biased.

On Wednesday gag was repeated. Same corner was used, but no announcement was made in advance. Trout explained over the air that repetition was put on to test accuracy of charges that first broadcast was fixed. Second time nobody volunteered to talk, and eight out of 11 bitterly denounced car lines, one was non-committal and two were mildly favorable.

Daily News gave repeat stunt three col. yarn breaking off page one, giving verbatim questions and answers.

WOC's FRC Setback

Davenport, Ia., Feb. 26.

Federal radio commission has revoked and suspended an order permitting the transfer of station KICK, Carter Lake, Ia., to this point and to broadcast under original WOC designation.

Four stations filed protests, or notice of intention to protect rights from interference. It is likely that a hearing on the protests will be held during March. In the meantime preparations for the station to go on the air have been practically completed.

Lasting

Hollywood, Feb. 26.
After listening to one installment of the serialization of 'Anthony Adverse' over KFWB, J. P. McEvoy remarked:

'That's the only air program I ever heard that will last.'

SENATE PASSES DILL BILL; WAXER PROTESTS

Washington, Feb.

Senate last week approved the amending Federal Radio Act and giving the Radio Commission power to approve or ban piping of programs across the nation's borders.

Aimed at Mexican high-powered transmitters established by persons denied U. S. licenses, bill was passed with only a few minutes consideration and without debate except an explanation by its author. Senator Dill termed the measure 'rather imperative' and designed to 'stop to the defiance of the Commission so far as we can by law.'

Opposition to the measure was heard Thursday (22) by House members when George W. Dunn, president of a New York concern manufacturing electrical transcriptions, pointed to the difficulty which would be experienced in controlling use of recorded programs.

BLIZZARD TROUBLE

Storms Make Meeting Program Schedules a Problem

Nation-wide blizzards created considerable havoc during the last week among radio stations due to failures or close calls in meeting program schedules. In New York several early morning acts, including May Singhi Breen and Peter de Rose, who live in the suburbs, moved to New York hotels so as not to miss out.

Leo Reagan and Dick Benvenuti, who live in New London, Conn., but broadcast over WICC, Bridgeport, left home 12 hours ahead of their broadcast to insure arrival. Snowbound performers in several instances in the east just couldn't get to the mike. Stations had to improvise as best they could.

NBC page boys and others who battled their way through blizzards to get to work found that discipline is discipline, even during emergencies. NBC rule that one minute late means one hour out at quitting time remains in force regardless of suburban train schedules.

VINSONHALER JOINS BADGER REGIONAL

Omaha, Feb. 26.

Max Vinsonhaler leaves to take up post with North American Broadcasting System in Milwaukee, regional net, in charge of station regulations. Until KOIL was purchased by Union Holding Co. Vinsonhaler was studio director for the station. Since has held position with Bozell & Jacobs, Inc., local advertising agency.

Vinsonhaler and his wife, Pauline Hopkins, were well-known as the writers and players of the Tony and Babe skits, and will take their privileges to the new position made through George Roessler, also formerly of KOIL.

Radio department at ad agency will be taken over by Harold Fair, recently returned to KOIL after network and other radio work around Chicago.

LETTER WRITING CONCENTRATED

Overwhelming Bulk of Rural Radio Letters Written for Saturday Nite Programs—Due to Farm Listeners Who Take Scribbling Seriously—City Folk Have Outgrown That Writing Urge.

COIN-ENCLOSED MAIL

Chicago,

Radio mail is now concentrated almost wholly on Saturday nights. Estimated that 85%-90% of all Sunday letters from hinterland sources today are written on Saturday evening responses and the rest of the mail dribbles in the rest of the week.

All due to the increasing fact that letter-writing is now the favorite pastime of the farming element. City folk pretty well wrote themselves out as radio fans more than three years ago. For them the novelty is gone.

For years while the city homes had electricity and radios the farms had to be content with the phonograph. But now the farms listen in regularly on their leisure hours, which come in the main after six o'clock on Saturdays.

This has been the reason too for the vast spread of the Saturday night farm programs. Every key station in the farming country now has a Saturday night jamboree. Names don't make any difference as long as the entertainment is strictly hill-billy.

Home Touch

Typical letters to these stations always bring out the fact that the family doesn't get a chance to tune in on the air any day but Saturday. During the week everybody gets to bed with the chickens because they've got to be up at sunrise. But on Saturday nights everybody sits up until 10 or 11 o'clock and the one thing they all can tune in for enjoyment is the barn dance programs.

And these people are the ones who are still expressing their appreciation of these shows by taking pen in hand and scribbling a note of thanks to the station or to the sponsor. And these people will go further, and enclose coin for the sponsor's product, usually a simple household gadget or a stomach-soother.

Advertisers have already wised to the new setup and the great majority of sponsors seeking mail or enclosed pieces—please find response are moving their shows to Saturday night. This follows many futile attempts to get coin mail from metropolitan areas with metropolitan stations.

Stations, too, are putting announcements for mail-pulling ideas on Saturday nights only when the sponsors allow them the privilege of spotting announcements at their pleasure.

Seems to be the result of a perfect tie-in between the Saturday night listener and the Saturday night type of show. The only chances to get mail from city people are from the yokel type of listener and this type must be appealed to with hill-billy music. This has been proven time and time again during the past year by patent medicine outfitts. These bottle-cure companies have all switched from high class music to strictly hill-billy stuff to attract coin-enclosed letters or inquiring mail from their potential customers.

Spitalny's Girl Band

Phil Spitalny has an all-female orchestra which he's organized for radio work primarily as the first girl band for commercial work. Spitalny is set for two weeks with it at the Capitol, N. Y., starting Friday (2).

John Shepard Organizes Own News Bureau to Feed Yankee Network

Down South

Charlotte, N. C., Feb. 26.
Jake Long, a negro who mailed packages back and forth between the WBT studios, in the heart of the city, and the transmitter, several miles in the country, doesn't serve in that capacity now.

One of the packages going from the studios and offices to the plant last week was a new tube that had just come in from New York. It was wrapped in newspapers. The boy in the office cautioned Jake to handle the package with great care. On the way out his curiosity caused him to take a peek at the contents of the bundle.

He was sure that what he saw was a bomb and was terrified. Passing at the moment over a bridge he hurled the package into a mill pond.

Later Paul Rosekrans, chief engineer for the station, aided by a helper, recovered the tube by using farm rakes. And now Jake doesn't work there any more.

Boston, Feb. 26.

As a result of the agreement made by the press associations and the radio networks concerning the broadcast of news, John Shepard, 3rd, president of the Yankee Network, is cancelling all news broadcasts over his stations effective Feb. 28.

On March 1 he will inaugurate his own news gathering service. He has appointed Richard D. Grant, former political reporter for the Boston Transcript, as editor of the new bureau. Grant has been heard over the stations for the past several months in political and news talks. Grant is now forming a city staff made up chiefly of former newspapermen and has set up his city room at the studio headquarters.

The same news schedule of four periods a day on both WNAC and WAAB will be followed under the new setup. A couple of these periods will be fed to member stations of the Yankee Network. Grant intends to have these stations act as correspondents and fill him in with New England news.

When cancelling his present tie-ups with the local newspapers, Shepard stressed the fact that he had no quarrel with the local sheets which have served so well in the past, but he thought that curtailing their schedules would not be giving listeners complete satisfaction, so, therefore the new news service.

Grant went to the State House trying to get desk space in the press room there but was turned down by the press executive committee. Then Shepard tried to buy the State House news service which was refused him.

Others As Is

Station WBZ, the NBC unit in Boston, will continue as at present with slight modifications in formula. They are serviced by the Christian Science Monitor and the Springfield paper.

WEWI intends to go along just about as is. They broadcast news from the city room of the Boston Globe. They will continue to give local news which means within a radius of thirty miles of Boston. On the 12:15 p. m. and 11:15 p. m. broadcasts the station intends to have the AP bulletins included.

Los Angeles, Feb. 26.

Twenty-one stations are so far lined up in the co-operative news gathering organization that had its beginning here when KNX stirred other western stations into revolt against the chain-newspaper pact on air news dissemination. The organization will start operating around Mar. 1.

Understand that cities represented with stations in the bulletin service are Los Angeles, with KNX and KFI, the NBC outlet, San Francisco, Portland, Seattle, Spokane, Salt Lake City, Denver, Minneapolis, Chicago and the stations tied in with the New England Yankee network.

Freeman Lang Status Makes WOR Cautious

NEWS BROADCASTS IN ENGLISH FROM MADRID

Madrid, Feb. 17.

Lester Zieren, United Press rep, here, is doing a regular daily broadcast of Spanish news in the English language from Madrid over EAQ.

It's the first time an American newspaperman has broadcast European news in the English language as a regular feature on the Continent and is getting a heavy play from the American colonies all over Europe.

Too Busy

Waterloo, Ia., Feb. 26.
Harry Shaw, operating WMFT, a member of the state NRA board and administration representative on the national code authority for radio broadcasters, has resigned as chairman of the Black Hawk county NRA compliance committee. Broadcast and radio committee activities, necessitating his being in Washington, D. C., frequently compelled his withdrawal from the local NRA executive post.

Dodge Motors is framing a series of 100 one-minute dramatized blurbs for spot broadcasting. Walter Craig is writing them.

WOR, Newark, faded out the musical portions of the Dr. J. W. Ross kernel rations program last Wednesday (21) when the station learned from the Music Publishers Protective Association that the show's recorders, Freeman Lang, had not applied for the required license.

Station's copyright checker couldn't identify the compositions used and he decided not to take any chances on broadcasting them.

Walter Craig has been retained by the Boyle-Zirotti agency, New York, to take over production on the Borrah Minnevitch show for Rehd's ice cream over WOR, Newark.

PAUL YAWITZ

Gossip
15 Mins.
COMMERCIAL
WINS, New York

Paul Yawitz is the Broadway columnist on the N. Y. Sunday Mirror. While only doing single column weekly, considering the Sun, Mirror's over a 1,000,000 circulation (about twice that of the daily average), that means something for Yawitz on money and circulation value. Just to keep it in the family, his commercial is WINS, Hearst's N. Y. station.

Yawitz has no cinch chore. It's a seven-day routine at the same 6:30-6:45 p. m. period, an okay spotting for the type of family circulation the Ansonia Shoes people want to reach. If the men aren't home at that dinner hour, it's mighty time to centre femme interest, anyway, and since Ansonia clearly wants to feminine the time and the type of gossip which festive features makes it doubly okay all round.

It's not a slipshod period, by any means. It evidences careful preparation throughout, probably augmented by advertising scriptwriters on top of Yawitz's own fill-in material. The columnist is presumably responsible for the chatter as it rolls in, but the column in which the type of scenario is minimized is presumably supplementary from the ad sponsor's end. It's a sort of plotter with comedy variations such as the two office boys, the dialectic Boris (who incidentally sports one of the niftiest Gregory Ratoff brogues on the air) and in itself is something new, ethereally, plus the abstract Miss Feathersby (the sex) and Verna (Miss Forrest), another femme side.

As the columnist's legmen, spies, news contacts, et al., call up from divers points—supposedly Washington, Broadway, Hollywood, etc.—Yawitz relays it in the form of a paty phrased items which he dictates to his stenog for setup in column form. He supplements the straight news with some enlargement, or other topper offers, in the style of his columizing "Little Red Book."

Yawitz has a nice speaking voice and an assured address. Perhaps his telephone response to his callers is a bit too tart for mike unctuous, such as "Hello, Delaney, what's on your mind?" but that's but an incidental.

The Hebe Boris with his gossip—his ambish is to be a columnist—provides not a little of the comedy relief.

Ansonia wisely confines its ad spiel to fore and aft, and permits Yawitz to consume fully 12 of the 15 mins. for his chatter. As a daily assignment that makes it no cinch that it maintains parity is the most commendable. Since WINS has been coming along in the metropolitan N. Y. area the fastest among the indie stations, Yawitz's intensive application rates wider scope. A daily gossip radio "column" must have a larger field around New York, or the theory that the daily Brooklyn column will have a similar scope, although it's safe to assume that even a small radio station like WINS may account for more circulation than the average tab's field. What's more, it's easier to consume the chatter audibly than otherwise, especially as dramatized and serialized by Yawitz. Abel.

PET CLINIC OF THE AI

Dr. W. J. Ross
Talk
10 Mins.
COMMERCIAL
WOR, Newark

Dr. W. J. Ross is the mirror of his own hand or poach chow and to sell it on the air route he has had recorded a series of 10-minute platters with himself doing a spiel on the characteristics and ills of the species. The announcer handles the plug, which holds that a canine like his master requires certain elements in his diet, and this gives assurance that all there are to be found in the Dr. Ross casserole.

Dog specialist divides his dissertation into two parts. The first, dealing with the peculiarities of a particular breed, he prefaces with some banter on the love of man for his dog and vice versa. Second half of the talk describes some ailment indigenous of the dog and the symptoms that go with it. Material is interestingly put. Giveaway on the program is a booklet on dogs. Odece.

IRENE THIRER

WPM Gossip
15 Mins.
Sustaining
WNEW, Newark

Irene Thirer, former New York News film critic, more recently press agent for the Rialto, Times Square brings her informative, but somewhat erratic slot to the air. She knows her stuff and her personalities and her manner of speaking is pleasant.

She trotted along a girl singer as a guest star. Girl sang very well, especially with only an organ for accompaniment.

Scheduled Tuesday and Friday, Miss Thirer provides the kind of program that pleases and stimulates lots of folks. Land.

GEORGE GERSHWIN

Music
15 Mins.
COMMERCIAL
WJZ, New York

George Gershwin's value to Feeney (laxative) is somewhat lessened by his recent epidemic of guest appearances on other programs. Gershwin has done yeoman duty for Real Silk, Ipana, Hinds, and Fleischmann's.

It would seem, moreover, that in presenting Gershwin on a program designed for the general public the sponsor is taking too much for granted. Gershwin is famous around Times Square, and its counterparts elsewhere, but there is some reason to wonder just how much registration the name makes upon the hot pollo-cut-out in Oshkosh and Elgin.

This does not mean that Feeney has bought an entertainer of no value. It is intended primarily as a criticism of the failure to introduce Gershwin or 'sell him.' It's being taken for granted that he needs no introduction and that is a position not wholly tenable outside the sophisticated belt.

Gershwin talks between numbers. What he talks about is how he came to write his various numbers. "I'm a composer," he says, while he and Irving Caesar were rolling up Riverside drive in a taxi. The Hudson river presumably suggested it. These little program notes make for color and human interest and are showmanly. Orchestra generally picks up the second chorus.

Commercial copy is neither worse nor better than the laxatives. It's a pipe that as soon as radio can again afford the luxury of fastidiousness the laxatives will either be barbed in toto or denied the privilege of talking about naturally, thoroughly, comfortably, and no more harsh old-fashioned stomach-upsetting irritants. Land.

DONALD OENSLAGER

Talk
Sustaining
WGY, Schenectady

Oenslager, a young scenic artist who has designed a number of recent Broadway productions as well as several for the Metropolitan Opera company, presented his Women's Radio Review over WEAF and the NBC red network. Address, with its inside stuff on the manner in which the speaker achieved certain effects for named shows, especially of the musical type, and its analysis of the differences in designing stage and theater and opera are interesting but don't particularly do justice to his talk rather difficult to follow. His gasps for breath could be heard over the loud speaker—and he did not enunciate clearly. Jacco.

JAMES A. REED

Address
15 Mins.
COMMERCIAL
WGY, New York

Ex-Senator Reed of Missouri spoke as the last of four speakers on radio time bought by the nationally known National Association for the Protection of the Child, Home, Church and School. Behind that mouthful of righteousness is an organization opposed to the child labor amendment. To them it is always the "so-called" child labor amendment. Addresses are of importance not for themselves or for the specious and shallow arguments advanced about the farmer's parental authority over his son's labor, but for the uses to which radio is put. A more reactionary, progress-defeating argument than the Senator's could hardly be imagined. NSCQ might well keep this instance in mind for rebuttal purposes if charged with suppressing criticism of the NRA. It can never be said that radio doesn't provide the other fellow with a chance to have his say when a splash or so out of step with modern thought is given free rein. Land.

OLD MAN SUNSHINE!

Bob Pierce
Talk, Songs
15 Mins.
Sustaining
WOR, Newark

With the station's official plenipotentiary of goodwill and sales to the kiddies, Uncle Don, scheduled to expand over the same wavelength an hour later, this dispenser of the sun's rays is rather good at poaching on other fellow preservers' sun. Miss Sunshine's routine is strictly of jive appeal to avoid any confusion in the youngster's mind he has added to his act a barking dog and a portpouri of gags culled from the Joe Miller library.

The style-of-personal-patter has been common with that of Tony Wons. In addition to imitations, the WOR edition of Old Man Sunshine specializes in rhymes with comedy intent. He also deals our birthday congratulations. With a half dozen or so commercial tags already attached to Uncle Don's stanza there's room on this outfit for an amateur uncle. Perhaps that's why WOR has added Old Man Sunshine to its late mat nez schedule. Odece.

ARMAND COSMETIC SHOW

Charlie Agnew Orchestra and
Symphonic Girls
Disc
COMMERCIAL
WGN, Chicago

Radio disc commercial that tries to be different but succeeds in merely being dull and stupid. For the Armand company's Symphonic face powder this show is as helpful as a load of bricks. In an attempt to be witty and attractive it gets mean-minded and irritating.

Much is made of the fact that there was a home in Salisbury, England, owned by Carl Weeks the elder in 1880 and the young Carl Weeks who brought that house over to Des Moines in 1923. From then on there is a discussion of "Oh, that lovely Van Dyck." Cooling over paintings that have been described as visualized over the founders is not a good idea either or respect for the advertiser. The fact that Carl Weeks brought a house piece by piece from England to Des Moines does not sell Symphonic face powder, no matter how flattering to the ego of the advertiser himself. Entire episode forms a pointless and irritating background to a show that wobbles all over the place and not once proves enter-

tain. But the worst is yet to come. First there's that dialog bit that has become threadbare in the past six months through constant use by cosmetic companies, toothpaste, breakfast foods and soup manufacturers. It's the sketch in which the gal admits that it was (in this instance) Symphonic face powder that won her husband. It's done stupidly here, done in a manner that gets a guitar response from the audience.

Agnew orchestra itself is standard equipment. When it plays straight popular music it holds attention, though Emrie Ann Lincoln as a warbler doesn't wear well. Miss Lincoln is strictly a novelty singer.

Throughout the disc the commercial copy is long and stereotyped pronounced by one of the poorer announcers. Once it goes overboard while straining for originality. By long stretches of imagination worked the stratosphere in the face powder copy. Something like Symphonic powder being as advanced as stratosphere flight, though the puff itself was not that direct in its metaphor.

Paid comes at the finish when the announced proudly states and claims that Armand company of DES MOINES, presents this show. Paris, New York or even Chicago may be okay for the locale of as sophisticated a product as face powder. But Des Moines is hopelessly associated in the public mind with corn, hog, hogs, milk to mean anything to a metropolitan audience. It comes to cosmetics.

Statement of that city as the locale of the face powder makes for a harmful association of ideas. Gold.

BRIGHT LIGHTS

Music Revue

30 Mins.

Sustaining

WCAU, Philadelphia

This is one of the shows done

from the station's auditorium studio with audience held over from a popular Woman's Club feature.

Virginia Baker, half of the CBS Bill and Ginger act, is the prima donna who uses back-stage idea

as the central theme, doing only a fair job, interspersed with two song numbers. Evidently she misses Lyn Murray, her partner, badly.

The Barr Sisters, a vocal duo, warble nicely, but spoil all the effort when they sing "I'm the Queen of the Universe" off their regular job as the studio's staff dramatic actor.

A fake dance routine, done with sound effects for benefit of the audience, follows—getting a laugh from them but flopping for the listeners.

At the half-way mark the show takes a flash-back to the supposed backstage for some meaningless chatter between members of the cast; then a fade again with an orn number by Paul Mason's house band. Show slows more than ever when a Frenchie, played by Arthur Bryan, does his dozen minute turn—a comic explanation of card tricks. Ideas is funny, but too much ad libbing coupled with a direct play for the audience applause ruins possibilities of humor.

The revue closes with a neat ballad from George Johnson, and a band number.

The review of this type takes plenty of rehearsing, and this show obviously had little of it. Production is handled in slip-shod fashion, especially in the fading or flashbacks; one pause was long enough to cause the listener to switch the dial. The running of the review is just as bad as the poor setting numbers leave the thirty minutes badly unbalanced. Program is a weekly feature, airing each Wednesday at 3:30.

SILVER WEDDING GUESTS OF HONOR

With 5 Spotted Shows
15 Mins. Each
COMMERCIAL
WCAU, Philadelphia

Originally scheduled for five different shows across the board at 11:15 p.m., last minute change spotted them zig-zag through the week.

Initial stanza of the series was the Masteringers on Monday at 11:15 a.m. Arthur Tracy, with with Carlile and London, and the Knickerbocker song trio. Marie Carlile warbles a number, with the show's high spot reached when she's high voice too by the three boys. Good, fast-moving program, 15.

On Wednesday catches the town's recognized Lee Sims' equivalent Ben Greenblatt, a neat piano rambler. Mello-idealized injected to relieve monotony. Greenblatt has large local following.

CBS show of Larry Tate, a nutty baritone and Paul Mason's band, a radio program at 10:30. Tate's the airtact with a speaking voice too Bing Crosby-ish, but nice just the same. Tate is easily the studio's pet crooner, getting terrific builder-upper. He and Mason's unit work well. Last of the quintet of shows is a musical variety review idea with John Johnson and Marie Budd, Midday at 8:30. Johnson, part of the Four Showman quartet, is only a fair solo voice, but Marie Budd carries him, having a professional touch which Johnson lacks.

All shows are spotted between good network programs, but lose effectiveness because of hapless scheduling. Greater range of talent is best the station affords, but individual shows tend to be empty. Most likely client will pick this week's line-up so that each program can have band accompaniment to fill.

THE VILLAGE NUTSMITH

Ted Doolittle
Comedy chitter, impersonations
15 Mins.

COMMERCIAL
WBT, Charlotte, N. C.

Ted Doolittle, ex of the late Amalgamated network, arrived in Charlotte via a Washington, D. C. station.

He worked gratis in connection with the President's birthday party broadcast here and was immediately signed to local Atlanta-Kent radio distributor.

Doolittle-Awful Kent series, sponsored by Glasgow-Alison Company, southern distributors, is booked on an unlimited run for 15 minutes Tuesday and Thursday nights at 8:45 o'clock and Sunday afternoons at 12:45 o'clock.

Doolittle is a dozen times show of nut comedy, quick chitter—vaudeville style—and a good line of voice imitations. Impersonations cover a wide variety of stage and radio characters, with an occasional song to his own accompaniment. He claims 60 voice imitations and uses as many as a dozen in a single program. He is good enough to convince numerous listeners that more than one person is running the program.

A bright spot on the opening program was an imitation of a Helen Kane boop-a-doo song, catching the shrill, childlike quality of that voice to perfection. The advertising just before placed the imitation of the sponsors and their radio at the opening and closing. Doolittle puts his craziness over, and is likely to click in these parts.

DUGAN BROS. MUSICALE

Criterion Quartet, Orchestra

15 Mins.

COMMERCIAL

WNEW, Newark

This is the new Jersey station formed by combining two former stations. And this program one of the first commercials.

It's a nice, agreeable musical quarter-hour handled by a studio combo plus a male quartet. Selections range from "Down South" to Frank Lehár. It's easy to take this.

Simply commendable is the brief sales spiel.

Dugan Bros. announce four facts, first they've been in business since 1873, second, they service a certain area, third, they use nothing but white flour and unbleached white flour, fourth, they make a delicious 25-cent coffee ring, ideal for Sunday breakfast. And that's all.

Lewis.

GEORGE A. ROSETTE

News Commentator

15 Mins.

COMMERCIAL

WMCN, New York

Ilsa Wine store bankrolls this quiet but varied and interesting show. Ilsa is very good. Rosette has a slight tendency to alternately talk too slow or too fast but will probably solve the question of tempo easily.

Meanwhile, he dispenses an enlightened and intelligent running commentary on what's happening.

Having a mind obviously aware of the trends of the times, he is both liberal and impartial.

All told it's an excellent local commercial.

Land.

SWIFT VIGORO GARDEN

Norsemen, Karl Schulze Orchestra, Mario Chamlee, Bob Brown

30 Mins. Each

COMMERCIAL

WMAQ, Chicago

For the fourth consecutive season Swift has climbed on an NBC bandwagon to prepare the public's mind for the spring and garden season. Show is for the Swift Vigoro by-product, a fertilizer. Though a fertilizer, it takes a drowsy Sunday 30-minute network program to get its message across to the swankier trade.

In the four years there has been hardly any change in the program or its style. Each year: the main backing of the show is operatic music. In the first year, Carlile and London, the Knickerbocker song trio, were the stars. Pick numbers nicely, with good change of pace. Tuesdays at 8:45, featured the piano duo of Carlile and London, and the Knickerbocker song trio. Carlile warbles a number, with the show's high spot reached when she's high voice too by the three boys. Good, fast-moving program, 15.

Wednesday catches the town's recognized Lee Sims' equivalent Ben Greenblatt, a neat piano rambler. Mello-idealized injected to relieve monotony. Greenblatt has large local following. CBS show of Larry Tate, a nutty baritone and Paul Mason's band, a radio program at 10:30. Tate's the airtact with a speaking voice too Bing Crosby-ish, but nice just the same. Tate is easily the studio's pet crooner, getting terrific builder-upper. He and Mason's unit work well. Last of the quintet of shows is a musical variety review idea with John Johnson and Marie Budd, Midday at 8:30. Johnson, part of the Four Showman quartet, is only a fair solo voice, but Marie Budd carries him, having a professional touch which Johnson lacks.

Each year the program hits for a space of 15 weeks which takes the listeners into the heart of the planting season.

And is directed at the higher income brackets, at those who have gardens and who will spend shekels for a row of marigold. The suburban type is the idea. And the point of the show is to be gently constricted by the J. Walter Thompson agency as being best touched to the heart by a concert style program.

Show has developed an excellent tieup angle by inviting various garden clubs to be present at the studio for the broadcast. At the first program three such clubs were represented.

Chamlee sings cleanly, though somewhat lacking in depth on the first show. He did standards such as Kreisler's "Old Refrain" and the "Vesta in Gubbio" from "I Pagliacci."

In several other shows he is backed by the Norsemen quartet who patter out for themselves with "Desert Song" selections and lighter pieces.

In the center of the program comes the Master Gardener for four minutes of garden chatter. Gardener is starting to ooze with enthusiasm, and is practically in tears over his return to the mike. But this saccharine will likely be done away with in later programs when he gets down to actual gardening problems.

It's a good program all around and suitable to its product and customer. To many, it is the harbinger of spring.

Gold.

JOSEF RENALD

Palme Radii

5 Mins.

COMMERCIAL

WOR, Newark

Josef Renald seeks to escape the soothing aroma that derives from the word palmistry by billing himself as a hand analyst. Regardless of the swap in nomenclature it's the same old routine. Renald is doing his "Tutti Frutti" and "Marsala" afrecoons on behalf of Scheffel Bros. confector of the LaCrosse line manufacture articles.

Renald doesn't crowd much line reading into the program's five-minute run. His job essentially is that of giving them a taste of what they expect. They have an impression of him along with the cartoon top of any LaCrosse 25c article. During the two minutes the stanza allotted him, Renald performs astutely. Privy to the fact that his female clientele is more interested in the connotations of the tributes than in the series of the tributes he dishes them a mess of sex chatter about the more of Venus in Max West's palm. It doesn't have any extraordinary sex magnetism or it. On the other hand, Peggy Hopkins Joyce's head line is more deeply etched than the heart line and from this Renald makes the deduction that she is never swayed by her emotions.

CRAZY CRYSTALS SHOW

Gene Arnold and Commodore

50 Mins.

COMMERCIAL

WMAQ, Chicago

Crazy Crystals started on the other almost two years ago and then on radio discs. Sponsor aeroplaned a Texas quartet up to Chicago from the springs resort and maneuvered some 22 discs in about 10 hours. Those discs and the show were brutal.

This time without discs the type of show remains the same but it is a much better job technically and from the entertainment point of view. Present program should be able to hold the audience who would buy crazy Wacky Crystals.

In the old-time show business there used to be the medicine show, with a style and type of entertainment and salesmanship that was individual and distinct. With the coming of radio there is now a patent medicine show and its style of entertainment and salesmanship can be gauged.

Outside the medicine shows which are getting night-and—Broadway-style treatment the patent medicine show of the herb medicine class seems enter-

tainment aimed at the small-town, farming type audience. It's either

(Continued on page 41)

Inside Stuff—Radio

Paul M. Titus, who two years ago started out to organize a third chain, has wound up with a regional link spread through Wisconsin. To this group he has applied the name he picked for the original venture, the North American Broadcasting System. Titus' loop also includes a station in Minneapolis, WRHM, and it is his intention to extend the affiliation to Iowa, northern Illinois, and western Michigan.

Other stations already members among the NABS are WHAD, Milwaukee; WCLO, Janesville, WHBL, Sheboygan, WHEY, Green Bay, WKBF, La Crosse, WOMT, Manitowoc, WIBU, Foyette, and WTAB, San Claire.

James F. Healy, newscaster for the Albany Times-Union, claims that a Variety story concerning himself and Chet Vedder, WGZ announcer, was wrong in reporting that they were ordered to discontinue their mutual kidding over the air. As to Healy's philosophy and poetry being ordered out, he says reason for the change is that he has sold this angle to a commercial.

Many Pickford, in a special radio vehicle written by Rupert Hughes, being offered to advertising agencies by Clark Geiss. Price per broadcast is mentioned as \$7,500.

Part of the proposal as submitted to the agencies calls for a merchandising tie-up in the form of a contest with prizes for the best essays as to the nature or type of story that the star should use when next doing a picture.

Eddie Rickenbacker turned WJSV Washington stunt broadcast into a chance to take rap at administration's air mail policy last Saturday, station rigged up short-wave stuff in plane flying over city, and put on 15-minute program.

Idea was to have Arthur Godfrey, announcer, do description of flight with Rickenbacker being introduced to give broadcast a big name. Rickenbacker talked long about air mail situation that Godfrey never got a chance.

Ill Irwin, the author, expressed himself as humiliated and disgusted as the result of a guest appearance for Underwood typewriter a week ago. A public speaker of high rank, Irwin had just gotten over a cold a day or two before. His rehearsal was perfect but no sooner did he get before the mike than a series of laryngitis "frogs" made it high going.

Sponsor took him. It was just one of those things.

Agencies have become wised up to the payoff for song plugs by music publishers to band leaders and in setting the salary for a unit under top rating, some of them are taking this item into consideration. Similar understanding prevails now as to the cut-in procedure and the agencies with clients who do close budgeting on talent are not averse to taking advantage of this custom also when paring the band cost.

One agency that started a dance combo off at \$750 found that the unit was doing better than this sum from publisher sources and on the renewal of contract clipped the salary to \$500. The band stayed. Another agency learned that a name aggregation it was paying \$1,750 a broadcast had drawn in one month over \$4,500 from cut-ins and straight pay-offs and it refused to renew at more than \$1,000 per program. In this instance the bandman elected to quit.

Eddie Cantor has made it convenient for Dave Rubinoff to extend stay at the Roosevelt Grill, New York, until the middle of April.

Comic had agreed to prolong his current run on the Chase & Sanborn stanza until April 15 with the understanding he would do the last four shows from Hollywood, necessitating Rubinoff's accompanying him Coastward. But when Cantor heard that Rubinoff had received a renewal position from the hotel he called off the Coast plan.

Extension of Cantor's contract means that Jimmy Durante won't make his entry on the coffee packer's until April 22. Rubinoff is due to settle down in Hollywood while Durante remains with the show.

Standard Brands has also rescinded its objections to NBC's picking Rubinoff up from the hotel nightly. Rubinoff goes on the network's sustaining schedule Wednesday (28) with the understanding he is not to do any violin soloing.

Traveling acts which stop off at WGZ, Schenectady, N. Y., for broadcasts usually do so with the idea of plugging theatre engagements within a 150-mile radius. However, Hank Keane, leader of a hillbilly turn working on WGZ daily, has a different objective.

Keane has a tent show and is requesting listeners to get in touch with local organizations which might wish to book.

During the snowstorm crisis in Connecticut WICC, Ridgeport-New Haven outlet of Yankee web, did a good piece of work in advising listeners unable to get newspapers, of food and fuel conditions, school schedules, need of trucks and manpower to clear highways, etc. Station opened miles to local newspapermen who relayed wire bulletins.

WICC has been scheduling four local newscasts periodically, daily, five-minute spots being filled by Bridgeport "Times-Star" and "Post" and Telegram, with Yankee web not accepting new press-radio news service. Station will join with rest of New England network in using the Yankee's independent news agency.

Warbler, who after 10 years in radio recently got his first commercial, has the CBS press department burning because of his refusal to accept further aid from this quarter. Network's p.a.'s tabbed him as going Hollywood when in one day he refused to supply them with pictures for publicity purposes and a request that he take part in one of those buildup studio interviews.

First reason he gave was that he was too busy to engage in such folly. Later he declared that now that he has arrived he can afford to hire his own press agent and let him take care of all personal ballyhoo.

Pond's spotlight advertisements in the New York dailies for Maude Adams' broadcast of "Peter Pan" were unusual in quoting a daily review of the star. Quotes, so common in theatrical ads, are not used in radio attention-callers as a rule.

Pond's excerpted the New York Evening Post comment that Miss Adams "gives radio a rare beauty and significance."

Popular Mechanics, the magazine, turns its attention to the possibilities of radio broadcasting, evading government regulation in the event such measures became unbearable.

Magazine pictures a transmitter situated on a huge floating buoy moored at sea beyond the 12-mile limit and free to broadcast at will.

American Federation of Musicians, in a complaint to the NRA Administration, charges that KSTP, NBC affiliate in St. Paul, has violated the NRA Code provision relating to the prohibiting of stations, while broadcasting by remote control over a network, from inferring that such broadcast is being paid for locally.

John McCormack sails for South Africa March 18, four days after doing his last broadcast on NBC for Vince mouthwash. John Charles

Radio Reports

(Continued from page 40)
a barn dance, a hilly billy or dog-eared Edgar Guestish poetry.

This show contains the simple music of the Commodore quartet and the poetry-with-a-lesson from the tongue of Geno Arnold. Four such poems are recited in 30 minutes and each poem teaches a bigger and brighter lesson.

For those who are perhaps 40 years old and more, for those who are not sophisticated, for simple folk who want easily understood and familiar tunes and simple rhymes the place for poetry, the people who will be pleased by the simple hymn that finishes the show. These are the people who will find this show quiet, restful entertainment. These are the people who are the most likely customers for "Crazy Water." This is the place to compare this show with the bright programs on the radio for the majority of the people who will buy this product will refer this show.

Gold.

THE CUB REPORTER

Serial Sketch Sustaining 15 Mins.

WGZ, Schenectady
Sketch presented by the WGZ Matinee Players, is heard one afternoon weekly. It is virtually a two-character affair, dealing with episodes in the life of a newly married couple, Jerry Jackson, club reporter, and Dorothy Jackson, Mrs. Jerry. Most of the action is concerned with their struggles, humorous and semi-tragic, to get by on Jerry's weekly salary of \$49, or to supplement it with income from other sources.

Sketch is mildly entertaining. Probaby had a special appeal to WGZ, inasmuch as it deals with advertising and other problems faced by the average housewife. Script is rather smooth and the acting is competent. Stanley Buell plays Jerry and Patricia Sheldon his better half. At times, Miss Sheldon speaks too rapidly. It would be well to newspaper-bill this sketch as "The Cub Reporter" or "The Newly Weds." The name, "WGZ Matinee Players," suggests something more pretentious than a two-person sketch. In fact, it serves to recall the days when WGZ's acting troupe, ranked as leaders in the field of radio drama.

Jaco.

JAN SAVITT

Violinist Sustaining 15 Mins.

WCAU, Philadelphia

A novel idea in violin-isms, the smart melodic turns of the day, combined with beauty of the instrument, serve to introduce a new series by Jan Savitt, violin virtuoso of the Philadelphia orchestra. Using ultra-sophisticated copy, the show is evidently meant for a class audience, but should catch a complete round of the dial for the selections will range from the outlandish technique of "Doing Things" to the clear strains of Kreisler's "Song Rosmarin."

Savitt, well-known as a Philly maestro, in addition to his work with the Stokowski unit, clicks nicely with his own impressions of himself, heard times treating them with frenetic stylings from the air. The idea of fifteen minutes of violin solo, in the modern genre, is unusual. There is no announcement as to the names of songs, merely program notes in a jagged, Ben Hecht style, which allows for unique smoothness.

Show is spotty, well after Board Game, a local news program which holds a "tremendous" Philly following; Thurs., at 11:15 p. m. Few more weeks on the ether will stamp it as the most appealing single on the station, and a great commercial bet.

ARTHUR WARREN ORCHESTRA

Restaurant LaRue Dance Music

15 Mins. Sustaining

WNEW, Newark

Restaurant LaRue is a rather ritzy eating establishment on the standard side of Fifth Avenue, New York City. It is, however, not known to the general public. Nor is the orchestra.

Okay dansapation is dispensed by the Warrenites. There is some incidental vocalizing, also okay. Around the dinner hour it offers an agreeable interlude. Where WNEW is tuned in this period will probably keep it that way.

Lend.

Thomas steps into the session March 21 for a four week run. Program will then fold for the season.

Same account, Charles R. Warner, withdraws the Warden Lawes "20,000 Years in Sing Sing" serial (Shaw's Liniment) from NBC March 14 with the intention of bringing it back in the fall.

Half-hour now occupied by Vince will be retained by the Warner Co. for a 13-week ballyhoo of the latter's deodorant brand, Non-Spl. Program hasn't been picked. Cecil, Warwick & Cecil is the agency on the account.

KMTR, Hollywood, has inaugurated a policy of engaging staff organists on two weeks' engagements. Oliver Wallace has started and two weeks later Price Dunlevy goes on. Idea is to utilize a dozen or so local organists and rotate them on the fortnightly plan.

Bergh Predicts Advertising Agency

Trek to Cheaper, Saner Hollywood

PARIS TALENT COMPLAINS

Share Too Small—Music Publishers Get Edge

Paris, Feb.

Musicians and other radio performers, in national conference at Salis Pleyel Monday (12) registered a kick against music publishers, whom they accused of getting lions share of pay for broadcasting. Performers and even authors should get bigger cut, conference resolved.

Meeting also pronounced for greater development of out-of-town broadcasting stations, which now are too dependent on Paris, conference said. Government subsidy out of radio taxes asked for provincial stations to enable them to build up orchestras and other performing units of their own.

WCBM, BALTO, SEEKS WOMEN ANNOUNCERS

Baltimore, 26

WCBM is conducting a series of auditions over the air, with the public to act as the jury. Purpose is to weed out from a group of would-be female announcers two or three candidates to go on the station staff permanently.

WCBM's theory is that programs of essentially feminine appeal will be presented best with feminine talent.

Chicago, Feb. 26

Attempt will be made by WGN, Chicago Tribune station, to use women announcers through the early morning periods.

WROL, KNOXVILLE, IN WLW, WHAS, TIE-UP

Knoxville, Feb. 24

Station WROL, owned and operated by Stuart Adcock, has made a tie-up with WHAS in Louisville, and WLW, in Cincinnati.

Choice programs from the two stations are picked up by short wave and rebroadcast over WROL. Couple of commercial programs have been set from companies operating in both Knoxville and Cincinnati and Knoxville and Louisville.

Geo. Moskovics Sticks to Biz End at KFAC-KFVD

Los Angeles, Feb. 26

George Moskovics, general manager of KFAC-KFVD, the Auburn-Cord stations here, has divorced himself from production activities at the stations to devote his time exclusively to the commercial end.

Calvin Smith, chief technician, gets the production operation of the stations added to his current duties.

Chauncey Haines, former musical director at KMPC, Beverly Hills, goes to KFAC-KFVD in the music spot, replacing Roy Bailey.

EUROPEAN MUDDLE UP

Wavelength Jam Starts Another Radio Conference

The Hague, Feb. 19

International Broadcasting Union has called a meeting for February 26 at Geneva, Switzerland, in order to discuss a way to get out of the wave-length-tangle. Meeting probably to last until March 2.

At last confab in Lucerne no compromise was possible and Holland refused to get off its 1875-metre wave and Luxembourg was also unwilling to let its wavelength go. It chaos in the air, which as is now hoped, will be avoided in future.

Agency rejoiced that if such was

the policy NBC could only recently have adopted it. After the advertiser's rep had cited several such programs that NBC had broadcast in recent months, the network's execs relented, but warned that extra precaution was to be taken in keeping out the sex angle from scripts dealing with marriage problems.

Peggy Fears Eyes Radio

Peggy Fears is now offering her services as a warbler to radio. CBS has declared itself as amenable to taking her on for a buildup, but without making any coin guarantees.

Producer-actress' manager, Henry Dugard, has also submitted her to NBC.

Air Line News

By Nellie Revell

Inability to accommodate the number of tourists wanting to tour the NBC studios has caused the network, several times within the past month, to turn away business. Only a certain number can go through the studios within an hour, since otherwise the crowds are too large to handle and elevators, studios and halls get jammed up. NBC's answer to the claim it is taking away business from other ends of show business is that the tour, lasting but an hour, leads to people soon money at Broadway pictures and eating places after the radio trip.

McCormack to Africa

John McCormack leaves for Africa in three weeks and John Charles Thomas takes over the Vince program, which has five weeks to go after Mr. McCormack's departure.

Colonades Squawks

Although the Colonades of the Essex House receives plenty of publicity on the air and in newspapers on the origination of the Camel broadcasts from that place, the management objects to the invited visitors who witness the broadcasts. Says their regular clientele objects to other free admissions.

Palmolive Stock Company

Palmolive program starting on NBC March 5 is the first time a radio stock company has been tried, with a different twist in that while new plays will be done each week, sustaining interest in the actors taking the leads will be established to carry the audience interest from week to week. Bill Bacher is writing the adaptations and shows to be included are 'Eileen', 'In Hood', 'Birth of a Nation' and 'Four Horsemen of the Apocalypse'. Several original plays may be introduced also.

in's Sound Track

Jr. is the first commercial in the east to buy the Pathé Newsreel radio sound track for the air. Sound track is made the same time the newsreel is shot and will be edited, with a commentator added, for Absorbine. Radio reel, handled by Jesse Butcher and Nick Dawson, will be spotted on eight eastern stations. It's not allowed on the networks since regarded as a transcription.

Dave-Butterworth Combo

George Daws, of the World Telegram, and Wallace Butterworth, announcer, will present a series of sponsored programs three times weekly over the Columbia shortly. Idea will be based on Did You Know That?, a sustaining weekly giving information about radio artists and answers to fan questions, written by Fred Wile, Jr., of the CBS press department. Vangry has a department under the same title.

Short Shots

International Silk Guild is planning a radio campaign to foster the sale of genuine silk instead of rayon. Their show, at present lineup, includes Xavier Cugat with his orchestra, with Ray Heatherton singing... Since Duke Ellington was called for a second picture, while on the coast, it means an original eight week visit will be stretched to 15... Billy Hilltop and Lenny Hayon have rented a Manhattan penthouse together... Arlene Jackson will begin her third concurrent commercial over NBC next Tuesday... Immediately after Donald Novis appeared as a guest star for Ipana, he started his own commercial for Colgate... Goodman Ace sang for the first time on the air the other day... Victor Young landed the Chevrolet program, while Jack Benny gets the General Tires account... Jack Arthur and the Crusaders quartet of WOR were invited to go their stuff at a stag party at the White House Saturday night. Jack had laryngitis and couldn't go, but the quartet went... Sylvia Altman's Young Artists' Trio returns to local NBC outlets this week. Her brother Julian, 15, is making recordings for Lancaster Seed Co.... Fred Lightner and Sadie Burke auditioned by CBS last week... Adams Haze has taken over Five Star Final on WMCA... A good material writer, who hasn't been found, is keeping Robert Woolsey and Bert Wheeler from doing a three time a week shot over a chain from the coast. Sponsor is ready and willing... Alexander Grey will give two concerts in April, one with the University Glee Club at the Waldorf Astoria, another at Pennsylvania State College; his alma-mater... The Four Bands, on WHN in a program of vocal harmony, have appeared in vaudeville as the Silvertones.

Just Talk

Nino Martini may leave the Seven Star Revue. Sponsor is to decide about renewal before March 1.... NBC has a new sustaining act, the Siberian Singers, starting March 4.... Andrea Marsh, former soloist with Ted Weems recently was heard over NBC from Chicago, may be signed by the CBS artistic bureau for a buildup.... Jack Berger's band members celebrated eight years of association last week.... Jane Froman, Don Ross, the Showboat quartet, and Ohman and Arden's orchestra are making recordings, directed by Walter Craig, for Rexall. Shows use three announcers, Basil Ruydsdale, Fred Utill and Millie June.... Two new musical revues start this week at WOR. One will star the De Marco Sisters and Marie Gerard on Fridays. Other will be classical with the cast to be selected.... Vincent Lopez's sponsors held auditions last week for group singers and a girl vocalist. Among those tried out were the Rondellers, Scamps, Sizzlers and Rhythm Boys. Girls were Helen Ward, Frances Langford and Caroline Rich.

Gossip

Loretta Lee, soloist with George Hall, has returned to the Taft after a month's vacation in her native New Orleans.... Lee Leonard, giving an NBC audition Tuesday, was called the following morning for a commercial audition.... WOR taking considerably more floor space this week.... Ill Tobacco is giving Leth Stevens and his band his second public audition on its CBS program March 3.... George Givot is playing vaudeville in Detroit for RKO.... Fox Fur Trappers leave NBC after this week's show.... Hobart Bosworth, picture actor, looking for a radio spot.... Clarence Nordstrom, from pictures Lionel Stander, from legit, Joseph Watson, from vaude, and the Radio Rubes from a little of each auditioned by J. Walter Thompson.... Leah Ray is coast bound soon for film work.... Freddie De Vaux and his orchestra of WHN claim to be the youngest band on radio. They average nineteen years.... When Adele Benson, the Wilma Deering of the Buck Rogers programs, was in a radio accident and suffered temporary loss of memory, as part of the program, kids wrote in all kinds of letters, suggesting medicines, how she was getting along and when she would be well.

and By

Jack Pearl has been given a coast to coast network by Royal Gelatine, a "jump of the stations"; Rubs Bloom, the composer, visited the CBS studios recently to hear Freddie Rich plan an all-Bloom program.... It took Phil Spitalny three months to locate and assemble 32 feminine musicians for his new radio idea. The unit opens at the Capitol this Friday.... Guy Lombardo and his band are slated to go in the Waldorf next spring and summer. They will continue on the White Owl commercial indefinitely.... NBC has dolled up its guides with a little more silver braid to differentiate between guides and pages.... Babbo theme song, 'Glow little bath tub, glimmer, glimmer,' produced a general laugh in and around radio.

Chicago Neighborhood Survey

(Continued from page 87)

			Favorite Program	Hour of Interview	Favorite Station	Number in Family
C. Sittler	Philco	Eddie Cantor	Children Hour	3	WGN	5
H. A. Neitzke	Philco	Joe Penner	Eddie Cantor	3	WCFL	8
S. Ada	Philco	Fr. Coughlin	Kindergarten Hour	Brace Camon	WGAS	8
N. Radford	Sparton	Father Coughlin	Bing Crosby	Pearl	KYW	6
S. Ada		Carlos Molina	Boake Carter	4	WMAQ	3
Geo. A. Brady	Victor	Amos & Andy	Jack Pearl	3	WLS	5
E. D. Coleman	Clarion					
Evan S. Essery	Philco	Eddie Cantor	Symphony Concerts	5	WGN	8
241 S. 17th Ave., Maywood	Warner	The Goldbergs	Operas	4	WENR	5
Louis Grecco	Stewart	The Goldbergs	Good Music	2	WMAQ	2
1442 S. 20th Ave.	Crossley	Bing Crosby	The Goldbergs	2	WMAQ	2
Roy Kramer						
1410 S. 13th Ave., Maywood	Atwater Kent	Irma Glen	Rudy Vallee	2	WMAQ	3
Harry Minter	Majestic	Carlos Molinas	Moody Institute	7	WMBI	6
410 S. 19th Ave.		Amos & Andy	Men's Quartet	5	WMAQ	6
O. Combs	Radio 64	Variety Program	Rudy Vallee	6	KYW	2
8128 Champlain Ave.	Philco	Moody Institute	Irma Glen	5	WLS	4
L. N. Larson		Ben Bernie	Myrt & Marge	6	WBBM	6
8138 Champlain	Philco	Bernie Molinas	Amos & Andy	5	WMAQ	2
Herman Guebert	Atwater Kent	Irma Glen	Betty & Bob	6	WLS	4
834 Forest Ave.	Heritage	The Goldbergs	The Goldbergs	4	WENR	5
F. P. Halpin	Atwater Kent	Carlos Molinas	Rudy Vallee	4	WMAQ	3
1180 S. Lyman Ave.		Amos & Andy	Men's Quartet	5	WMAQ	6
E. H. Mary	Majestic	Irma Glen	Rudy Vallee	4	WENR	5
1130 Wash Blvd.		Clara, Lu & Em	First Nighter	5	WBBM	5
Geo. I. Talley	Stewart	The Goldbergs	Irma Glen	3	WMAQ	3
12 Pleasant Ave	Warner	Irma Glen	Rudy Vallee	4	WENR	5
A. W. Marten		The Goldbergs	Myrt & Marge	5	WBBM	5
836 N. Taylor Ave.	Heritage	Irma Glen	Home Service Program	3	WENR	6
Math. S. Krump	Stewart	Carlos Molinas	Amos & Andy	5	KYN	8
442 Hannah Ave.	Warner	Amos & Andy	Cantor	5	WMAQ	2
Robert Roos, Jr.	Atwater Kent	What's the News?	Alice Joy	2	WENR	2
945 N. Lombard Ave.		Clara, Lu & Em	Irma Glen	4	WMAQ	1
E. H. Thomas	Majestic	Clara, Lu & Em	Myrt & Marge	5	WBBM	5
421 N. Humprey Ave.		Clara, Lu & Em	Eddie Cantor	5	WMAQ	6
F. J. Swateck	Majestic	Amos & Andy	Home Service Program	3	WENR	6
838 S. Taylor	No Name	Amos & Andy	Amos & Andy	5	WMAQ	2
Miss Lannihal	Majestic	Myrt & Marge	The Goldbergs	4	WMAQ	1
6341 S. Green		Myrt & Marge	Rudy Vallee	4	WMAQ	2
Mrs. Miller	Philco	Irish Music	Father Coughlin	4	KYW	3
6341 S. Green		Irish Music	First Nighter	6	WBBM	6
Mrs. Wolf	Majestic	Wayne King	Seth Parker	5	WMAQ	7
6351 S. Green		Wayne King	Irma Glen	5	WGN	6
Mrs. H. Simpson	RCA 66	Betty & Bob	Seth Parker	5	WMAQ	2
6419 S. Green		Betty & Bob	Pinto Pete	4	KYW	6
DeNoil Gamahl	Bremertley	Paul McClure	Pinto Pete	4	WMAQ	2
6352 Green		Paul McClure	Irish Music	4	WMAQ	2
Mrs. Connelly	Clarion	News Current Topics	The Goldbergs	4	WMAQ	2
6205 S. Green		News Current Topics	Symphony Orchestra	4	WMAQ	2
Anton Lauk	Majestic	Old Settlers	The Court Dr. Springer	3	KYW	2
6153 Green		Old Settlers	Dr. Springer	3	WENR	3
Miss Mildred Kohlhof	Philco	Ben Bernie	Show Boat	4	WGN	3
6521 Maryland		Ben Bernie	Boat	4	WENR	3
Miss Baird	Gray	Captain Dolby	Seth Parker	4	WGN	3
6512 Maryland	Bar	Captain Dolby	Barn Dance	6	WCFL	3
Mr. Scunders	Philco	Irish Hour	The Goldbergs	2	WENR	2
6518 Maryland		Irish Hour	The Goldbergs	2	WENR	2
B. Culhane	RCA	News 1st Nights	The Goldbergs	2	WENR	2
6522 Maryland		News 1st Nights	The Goldbergs	2	WENR	2
F. J. Brasch	Radiola	The Goldbergs	Rudy Vallee	6	WMAQ	2
8101 St. Lawrence		The Goldbergs	Men's Quartet	4	WENR	4
F. Crosby	Book Review	Book Review	Damrosch Symphony	4	WMAQ	2
Peterson	No	The Goldbergs	Rudy Vallee	4	WMBI	4
8122 Champlain		The Goldbergs	Rudy Vallee	4	WMAQ	2
Combs	Radiola 64	Variety Drama	Rudy Vallee	4	WMAQ	3
8126 Champlain		Variety Drama	Rudy Vallee	4	WMAQ	3
L. N. Larson	Philco	Moody Institute	Men's Quartet	7	WMBI	2
8138 Champlain		Moody Institute	Fr. Coughlin	2	WBBM	2
K. Williams	Howard	E. C. Hill	Boake Carter	2	WENR	4
8206 Champlain		E. C. Hill	Boake Carter	2	WENR	4
G. E. Weathered	Reliance	The Goldbergs	The Singing Lady	6	WMAQ	4
8210 Champlain		The Goldbergs	Rudy Vallee	6	WMAQ	2
Chas. Boggs	RCA	Kobay Fr. Coughlin	Irene Wicker	4	WGN	3
8211 Champlain	Victor	Kobay Fr. Coughlin	Wicker	4	WGN	3
Fred Messeschmidt		Stoopnagle	Globe Trotter	5	KYW	2
8201 Champlain	Philco	& Budd	Globe Trotter	5	WMAQ	6
J. Brann		Barn Dance	Eddie Cantor	5	WLS	4
6858 Calumet	Philco	Barn Dance	Eddie Cantor	5	WMAQ	6
E. F. Kelly	Majestic	Father Coughlin	Roses & Drums	3	WENR	4
6857 Calumet		Father Coughlin	U. S. Marine Band	6	WMAQ	5
L. Larson		Eddie Cantor	The Baron Jack Pearl	3	WMAQ	4
6847 Calumet	Majestic	Eddie Cantor	Children's Kindergarten	2	WLS	3
Dr. Warshaw	Philco	Ben Bernie	Jack Benny	3	WMAQ	6
402 E. 69th St.		Easy Aces of Airs	Children's Kindergarten	2	WLS	3
E. Larson		Easy Aces of Airs	Jack Benny	3	WMAQ	6
6909 S. Park	Silvertone	Easy Aces of Airs	Jack Benny	3	WMAQ	6
J. Moakler	Stewart	Eddie Cantor	Jack Benny	3	WMAQ	6
6911 S. Park	Warner	Eddie Cantor	Jack Benny	3	WMAQ	6
C. Gorman	Sparton	Children's Amos & Andy	Opera Music	3	WMAQ	7
6211 Eastwood		Children's Amos & Andy	Opera Music	3	WMAQ	7
J. J. Stromberg	Clara, Lu & Em	Clara, Lu & Em	Opera Music	3	WMAQ	7
6223 Eastwood	Radiola	Clara, Lu & Em	Opera Music	3	WMAQ	7
R. Dieck	Crosley	Easy Aces of the Air	Opera Music	2	WMAQ	2
6231 Eastwood		Easy Aces of the Air	Opera Music	2	WMAQ	2
C. Stillwell		Noonday Voice	Opera Music	2	WBBM	2
6247 Eastwood	Tempie	Noonday Voice	Opera Music	2	WGN	2
Ed Elliott		Experience	Eddie Cantor	2	WGN	2
6251 Eastwood	Superhetero-dyne	Experience	Children's H. Skippy	2	WMAQ	5
E. Langschmidt	RCA	Symphony Concerts	Operas	4	WGN	3
6265 Eastwood		Symphony Concerts	The Goldbergs	4	WMAQ	2
J. Regan	Sparton	Dream Ship	Betty & Bob	1½	WMAQ	6
4644 Virginia	Radiola	Dream Ship	Betty & Bob	1½	WMAQ	6
Jens Juergensen		Dream Ship	Betty & Bob	1½	WMAQ	6
2670 Eastwood	Majestic	German Program	Good Music	2	WGN	1

RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

light Business

OUTSTANDING STUNTS:
JUNIOR RADIO CHORUS
(STATION WCBM, BALTO.)

Baltimore. Preparatory to launching a new radio program (sustaining) WCBM has worked out an arrangement with a local television station which gives the station two important aids. First, the program gets off in a cloud of publicity. Second, the problem of obtaining the talent is simplified. In both instances it is felt the possibility of attracting sponsorship is vastly enhanced.

Newspaper column, a section banner daily and a column of explanatory instructions. There will be 70 boys and girls under 17 selected to form the Junior Radio Chorus and present Sunday afternoon singing programs.

King of Instrumentalists

EDDIE PEABODY

Prince of Entertainers

BROADCASTING
EVERY SUNDAY
11 P.M. - WJZ
COAST-TO-COAST

Featured Nightly
HOLLYWOOD RESTAURANT
NEW YORK
Courtesy of
RUDY VALLEE

ORIGINAL

CALIFORNIA COLLEGIANS

Late Features of
"Fifty Million Frenchmen"
"Three's a Crowd"

NOW
"ROBERTA"
NEW AMSTERDAM
NEW YORK

THE

SIZZLERS

Sizzlers for NBC
Warner Brothers
Victor Records
Theatres Everywhere

For Further Information:
HAROLD KEPPEL, NBC Radio Bureau
Radio City, New York City

Personal Direction: CHARLES A. BAYNA

LITTLE JACKIE HELLER

Mon., Tues., Fri. 4:15 P.M.
Wed. 4 to 4:30 P.M., CST
Sat. 4:30 P.M., NBC
Management NBC, Chicago
Perf. Rep. HERMAN BERNIE
New York City

CHARLES CARLILE CAPITOL

NOW
(Week Feb. 23)BROADCASTING
WABC

Personal Manager
LEW COOPER

pals of all schools to allot 15 minutes to each broadcast.

Current events of national and international importance will be dramatized. Happenings that may have seemed unimportant or passing of textbooks will spring to life through each loud speaker.

Adoption of radio as an effective method of instruction is a part of the progressive policy of the Portland public school administration.

Besides news dramatization, the production department of KEX has planned interviews with nationally and internationally famous persons when they visit Portland.

An advisory council of ten school principals has been appointed and will collaborate with the KEX production department in planning the programs. Station stands to gain local prestige for its trouble.

Mayor's Odd Fellows

Charlotte, N. C.

Mayor Arthur H. Wearn, who spends a half hour each week making a report to residents of the city over WBT, has developed quite a mail from fellow mayors over the country who want to know with what success such a program is doing. Wearn, telling them exactly what the municipal administration is doing, trying to do, and why. He has found, he is telling other mayors who inquire, that the broadcast strengthens the relationship between the people and the city hall, promotes understanding, and aids the city government in quickly "selling" any program to the tax payers.

Orphan's Cry

Washington.

WJSV scored nice soap Saturday (17) by rounding up principals in abandoned baby cases and putting them on the air to discuss their problems. One in another's hands. Kid was left in rest-room of Met. local movie house. Announcer interviewed theatre matron, police-woman, gal from Public Welfare Board and physician at city hospital.

Big kick was having kid cry over the air. No response from mother yet, but one listener called in right after program to adopt child.

Stunting 'Buck Rogers'

New York.

Latest exploitation twist of the serial backer by Cocomat on CBS is the formation of Buck Rogers and Venus Daring Club, Inc. (in the script) Club. To become eligible to membership all the kids have to do is drink the product.

Program to date has dealt in two giveaways each intended to be of educational import. First was a planetary map so that the serial's adventures could follow the serial's adventures. Other consisted of an illustrated book retelling the story of the central character's life. Kids who applied for first offer were also sent broadsides urging them to report on weight charts enclosed the results of a month's trial of Cocomat.

Birthday Staff

Pittsburgh.

WWSW carries a daily service to listeners sponsored by a baking company. Program is called "Lucky Birthday." At noon, the birthday song is played, and the Birthday Man paying tribute to famous men and women born on that day and then extending happy returns to those who send in their birthdays.

Baking company sends a cake to every one thus.

Sun Ille Tie-Up

New York.

Sun Oil and Western Union tied in on telegram congratulation stunt for Lowell Thomas' broadcast of last Friday (23). Thomas originated his program that night from WU's home office building in New York and in return WU sent him a telegram, arranged to have the listeners wire in without charge their appreciation of the Sunoco affair.

Western Union had these messages ready-written with 15 names listed for the fan to choose from. All the listeners had to do was call WU and designate the name or corporate number. Significant on this list was the message reading, "Your Sunoco news broadcast whets my appetite and I enjoy my newspaper all the more."

Skeleton Orchestra

Charlotte, N. C.

Storch Furniture Company cut expenses on its program over WBT, and by so doing discovered something new in the way of a program—and something that has been a hit with listeners.

Dance orchestra for the period was transcribed down to the rhythm section. This, with a singer, constituted the show. Abbreviated band has brought in a good mail. Jack Farr has been doing the singing.

Mi'lature Spaghetti

Philadelphia.

On April 9, at 10:15 a.m., the team of Bill and Ginger—a CBS act, sponsored by a spaghetti firm—will add one male youngster to the program. The baby will be named "Noodles" in honor of the sponsor. Show originates from WCAU in (Continued on page 46)

New Business

National Bank, five-minutes program, three times per week, evening for year, placed locally, WMT.

Copper Hatchery, 95 five-minute periods on co-operative, placed direct. WMT.

Underwood Candy Co., announcements, placed direct. WMT.

Palace Cinema, three months on co-operative, placed directly. WMT.

Dr. O'Shaughnessy, three months on co-operative program, placed direct. WMT.

Kellogg Sales Co., announcements, placed direct. WMT.

Bird Shoe Store, three months announcements on co-operative, placed direct. WMT.

Sport Furniture, announcements, placed locally. WMT.

Cedar Tire Co., announcements on co-operative program, placed locally. WMT.

Chamber of Commerce of Dubuque, announcements, placed direct. WMT.

Olivier Farm Equipment, announcements, placed direct. WMT.

Park Paint & Glass Co., announcements on co-operative program, placed locally. WMT.

Cal J. Miller Drug Co., announcements, placed locally. WMT.

WATERLOO, IA.

National Bank, five-minutes program, three times per week, evening for year, placed locally, WMT.

Crazy Water Crystals Co., quarter hour hill-billy program weekly for 13 weeks. Placed by Carpenter Rogers, Waterloo, Ia.

Walker Kennedy Co., 26 one-minute daytime announcements. WWSW.

Dr. Edwin T. Meyer, eye specialist, three 5-minute programs weekly for 13 weeks. Placed direct. WWSW.

Carol Shop, six announcements weekly for indefinite period. Placed direct. WWSW.

Pitt Publishing Co., one 15-minute program and 100 spot announcements. Placed direct. WWSW.

BOSTON

Gillette Safety Razor Co., 24 15-minute programs started Feb. 22, through Ruthrauff & Ryan, New York, WEEL.

Jordan Marsh Co., 12 15-minute programs started Feb. 21, through Harry M. Egest, Inc., Boston, WEEL.

Hi There!

I'M ON WOR

MONDAY and FRIDAY

6:45 P. M.

for

Cushman Sons Bakeries

RAY PERKINS

Personal direction
BEDLEY BROWN

WHILE IN BOSTON

'Variety' Said

"WOWING 'EM FOR
RECORD HOLDOVER"

8-8-33



THERRIEN

"The Painter of Songs"

LILLIAN JAY at the Piano

This Week (February 23)

LOEW'S, JERSEY CITY

JOHNNY HYDE
William Morris Agency

Dick Leibert

At the Console
Radio City Music Hall

BROADCASTING
8 to 8:30 A. M./WEF, Daily
11:15 to 11:30 A. M., Mon., Tues.,
Wednesday, WJZ

11:30 to 11:45 A. M., Sun., WJZ
Management
MILTON STAVIN

PITTSBURGH

Fels and Co., quarter hour programs by Uncle Tom and Betty, twice weekly for 13 weeks. Placed by Fels and Co., KDKA.

Commercial Milling Co., renewal of participations in Home Forum program through March 2. Placed by Karl Heinz, KDKA.

Good Luck Food Co., twice weekly participation in Home Forum program for 13 weeks. Placed by Hughes, Wolf and Co., KDKA.

Freedom Oil Works Co., renewal of daily temperature report and one-minute daily announcement for 13 weeks. Placed by Albert P. Hull, KDKA.

RADIO CHATTER

New York

Harry McNaughton telling his pals he's in radio for keeps. East for six broadcast after a solid other year in Chicago.

Benny Leonard on WHIN's sports announcing.

Nellie Regoli is going on NBC for two sustaining quarter hours to do a fan magazine of the air talk. She's on WJZ at 2:45 p.m. Tuesday and

WEAF at 4:15 Friday afternoons a repeat booking for Nellie.

Richard C. Patterson, Jr., NBC executive v.p., left Thursday (23) for the coast. May strengthen our NBC forces before the election. Anthony (KET) and the web while there.

Chaucney Parsons, enroute to Chicago, stopped off in Pittsburgh to guest on the "Pittsburgh Varieties." After first show was held over for five more programs.

Dick Powell has been renewed for the more on Old Gold.

Edgars Stanford auditioning for NBC.

Hubbell Robinson, Young & Rubicam radio exec, leaves this week for a swing through the South in behalf of Borden's.

Lucky Strike is auditioning for the position to take the place of the Met Opera singer, even though NBC doesn't know where it will find an evening half-hour spot to accommodate the account.

Ed Sullivan, News columnist, goes into the Plough show on NBC tomorrow. Friday night as host of "The First Person," of question he's furnishing include Helen Morgan, Ted Kohler and Harold Arlen. NBC is now auditioning Nancy Garner paired with Celia Branz.

Alton Cook, World Telegram, points out that many fans habitually call Jack Benny from Jack Denny because of name similarity.

Clark Getts recovering from grippe.

Ruth Delmar, press agent described as a New Rochelle debutante, sings from the Village Barn over WABC.

Poli Negri will sing for Underwood typewriters and eschew verbal dramatics.

Paul Whiteman who guest-conducts the Cincinnati Symphony March 6 will take several of his men west with him. Besides Man-
ager Jim Lunn Cincinnati will be Mike Pingatore, Charles Strick-
faden, Frank Traubmacher, and Hoy Bergy. Adolph Deutsch goes ahead to rehearse and arrange details but will be back at the Biltmore to pinch-hit for Whiteman.

Dorothy Atkins will have more assignments with the Whiteman band the weak Peggy Healy plays the Fox, Brooklyn.

Percy Deutsch of World Broad-
casting officially confirms start of
sustaining Library service March 1.

Walter Craig busy making series of waxings.

Philadelphia

Dr. Leon Levy, just back from Florida, returning for more sun, WPEN after Sammy Daroff, the town's biggest coat and pants manufacturer, to warble a weekly sus-tainer.

Keystone Auto Club, becoming air-minded again for a big show. Understood little outlets have a chance:

Paul Mason, WCAU musical director, out with a sickness. Paul Notting, holding the baton in the meantime.

Phyllis Foster, WDAS interviewee, daughter of former theater operator, GAO scooping other outlets on guest stars through personal contacts.

Local laugh concerns Jerry Crowley, WIP program chief, who has made application for the Russian consulship since coming back from the Capital, but we'll talk.

Larry Tate, signs with N.Y. agent for three years. Bill Faley, CBS proxy, and Ralph Wonders bringing kid over anyway, as result of network spots from WCAU.

Wilbur Evans, former Atwater-Kent audition when he took over commercial on WLIT, pointing toward N.Y. World Broadcasting said to be readying a show.

Powers, Gouraud, local man-about-town and opening night air reviewer of theatre offerings, gets plenty of razz from press critics.

Carol Irwin, WCAU scripter, do-

ing the smartest commercial copy in town. Bubbling between job in keeping sponsors happy and contented. Fellin's show on the upgrade under her direction.

New Philly sheet, the Pennsylvania Weekly News, will try an air build-up for a gal news commentator; outfit buying three fifteen-minute spots on WPA paper owned by Paul Gottlieb, wee secretary to ex-mayor Harry Mackey.

Baltimore

La Gripe has Jack Lederer feeling fit again.

Les Timmons now carrying polo handicap of three.

Maurice Schwartz, in with legit "Yoshe Kalb," spleaded quarter-hour of dramatic readings in Yiddish and English over WCBM.

John Jedenam, signed by WCBM to train incipient Junior Radio.

On eve of fiftieth anniversary, Johns Hopkins U Glee Club airded its initial ether concert over WCAO.

Steve Zarnalla, WCBM's King of the Keyboard, recovering from emergency appendix opp.

Bob Miller, Jr., WFBF p.a., on vacation in Florida.

Lee Mossbauer, local composer, had latest pair of songs given first ether airing over WCAO last week.

Charles Purcell, WCAO an-
nouncer, has slipped engagement
ring on finger of May Lam.

Alice Jay played a one-day en-
gagement aboard the Paradise Ship in Troy.

Another of Boston's smart sup-
per clubs has stepped out on the
air over WCAO, with the other two sharing radio links with listeners over WBZ Boston.

Sammy Liner and his orchestra are furnishing the music.

Carleton Dickerman of the WEHI, Boston, announcing began his ninth year of announcing work at WCAO yesterday.

Charlie Hector and his orchestra returned to the air this week from the Club Touraine, Boston. Several weeks ago the club was doing so much business they decided they did not need radio.

Des Moines

Mary Hayes latest addition to continuity department WOC-WBO. Assists Dr. Lyle Flangan, depart-
ment manager.

Al W. Triggs, for six months at WIAS, Ottawa, Ia., has returned to KSO, Des Moines. He will be chief announcer for sports broad-
casts and special events.

WOC-WHO has a new plane team in the Rex Piano Duo. Consists of Oliver Scott of Mickey and Oliver and Marge Kephart, of Vic and Maud.

WOC-WHO will entertain 1,800 lumbermen and material dealers in convention in Des Moines Feb. 27, 28 and 29. Show of 14 acts with 60 performers will be under direction of Al Grossman, artists bureau.

"Skipdy," German tumbler, on Nashville's WLAC, was recently on daily program presented by Crazy Water.

Members of the Nashville Experimental Theatre are presenting a series of dramatic episodes over WLAC. Episodes heard Monday and Wednesday at 8 p.m.

Freddie Rose conducts his song shop on the air, broadcasting from the studios of WSM, Nashville, Friday night at 10:15 p.m., Saturday at 10:15 p.m. and Sunday afternoon at 1:45 p.m.

"The Apothecaries" comprising

Marshall and his commercial program completed their 132nd consecutive broadcast over WLAC this week.

Charles Godwin, WKY, Oklahoma City, staff announcer, is engaged.

Happened a few days ago.

Cloise-Stone Shoe Company be-
gan a new radio program on WKY,

Oklahoma City, Sunday, Feb. 18, at

10:30 p.m. It's a 16-month period

of "news about the state, events,

films and farewells of Hollywood.

Large numbers of school teachers

attending the State Association

meeting in Oklahoma City last

week visited the studios of KOMA,

and were entertained by KOMA management with special programs.

Glen Hardie, formerly at KMTR,

is now announcing at KNX.

Marshall Grant is the new staff

organist at KNX. Replaces New-

ton Yates.

Arthur Boran

"RADI" IMIC"

COLGATE HOUR

WEAF—COAST-TO-COAST

9 P. M. EST. Every Saturday

CREATORS OF A NEW TRIO STYLE

THE KING'S JESTERS

Personal Management PAUL KAPP

THE DORING SISTERS

Creators of a New Trio Style

CBS SWIFT REVUE

as BROOKFIELD DAIRYMAIDS

Fri. 10-10:30 P. M. EST

WGN, Chicago Tribune Station

8 Weeks, Beginning Nov. 1

Exclusive Dir. PAUL KAPP

ROCKWELL O'KEEFE,

RKO Bldg., Radio City, New York

50,000-watt and latter 1,000-
watt stations, both with state-wide

coverage.

South

Marie Davenport, now Mrs. Thomas Harrill, but still secretary to WBT's general manager.

Pete Martin, xylophonist, George Frazier, pianist, and Margaret Cheevers, soprano, have built up an act that has now gone commercial over WBT, Charlotte, N. C.

Bob Mitchell, for three years organist for WBT, Charlotte, N. C., now in Jacksonville, Fla.

Grady Cole, news commentator for WBT, Charlotte, N. C., has third sponsor, Cone Manufacturing Company (no relation).

Educational broadcasts, such as radio school and music appreciation, occupied 217 hours of time last year over WWCN, Asheville, N. C., a survey shows. Of this time 91 hours originated locally.

WKBC, Birmingham, has installed crystal microphones, according to Steve Cisler, manager.

On Washington's birthday, William H. Schudt, Jr., celebrated his first anniversary as manager of WBT and his 14th anniversary in radio.

Colonel Harry Stone, station manager of WSM, was the guest of honor in a "Ye Old Time Party" which was given by Mr. and Mrs. Lasses White. About 40 members of the staff were invited.

Delmore Brothers, Alton and Eddie, on the Grand Old Opry on WSM, have been joined by Zeke Clements, and his Broncho Busters, who have just returned to WSM from an extended tour on one of the national networks. They open a new series of programs each Saturday night at 10:30 o'clock.

Beasley Smith, orchestra director and producer of many musicals, has been added to the cast of "The Three Music Makers" with Opie Cates and Rod Kent. They broadcast each Wednesday night at 6:30 p.m. broadcasting from studios of WSM, Nashville.

Rod Davis and his associates are heard each week through WSM.

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ROCKWELL O'KEEFE,

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50,000-watt and latter 1,000-
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IRENE TAYLOR

Personal Management PAUL KAPP

ROCKWELL O'KEEFE,

RKO Bldg., Radio City, New York

50,000-watt and latter 1,000-
watt stations, both with state-wide

coverage.

VIVIAN JANIS

"ZAGGLED FOLLIES"

Sal. Direction HERMAN BERNI

1419 Broadway

New York City

Mid-West

National Iowa night, March 7 will go on the air from WCIQ, through WCYB-AM. Dr. Monroe 8:30 to 9 p.m. in recognition of President Walter A. Jessup, University of Iowa, who leaves to become head of the Carnegie Foundation for the Advancement of Teaching.

Bob Triggs, in an announcing spot with WIAS, Ottumwa, Iowa, consolidated with WKCB, Cedar Rapids, Iowa, back at KSO, Des Moines.

Reggie Martin steps up from chief announcer to assistant manager of WKBE, East Dubuque, Ill.

WKBB, East Dubuque, Ill., is proud of the fact that its complete

(Continued on page 46)

Hi There Once More!

P. S.—I'm Also Playing

LOEW'S PARADISE

NEW YORK

(This Week—Feb. 23)

P. S. 2—And I'm in 'Sunday Nights at Nine' at the Barbizon-Plaza Concert Hall, Weekly

RAY PERKINS

Personal direction SEDLEY BROWN

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

Tues. 12:30 A.M. WABC Sun. 8 P.M. WABC Sat. 12:30 P.M. Richard Hudnut WABC Fri. 9:30 P.M. WABC Sat. 12:30 P.M. Richard Hudnut WABC Fri. 9:30 P.M. WABC

Isham Jones Orchestra

COMMODORE HOTEL, N. Y.

The big show sponsored by EX-LAX every Monday, 9:30-10:30. Sustaining—Tuesday, Thursday, Friday, Saturday, 9:30-10:30. P.M.; Saturday, 11:30-11:30 P.M. coast to coast. WABC

Direction Columbia Broadcasting System

LEO ZOLLO

AND HIS MUSIC

Monday—5-5:30 P.M. NBC Saturday—6:15-6:30 P.M. NBC

Playing Nightly BENJAMIN FRANKLIN NOTE Philadelphia

Management NBC Artists Bureau, New York; Personal Rep.—LEW CHUDD

VIVIAN JANIS

"ZAGGLED FOLLIES"

Sal. Direction HERMAN BERNI

1419 Broadway

New York City

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from "Radio Log" compiled by Accurate Reporting Service.

	WEAF WJZ WABC	WOR WMCA	Total
'Let's Fall in Love'	24	19	43
'Caricola'	23	8	31
In the Valley of Yester	23	22	31
'Smoke Gets in Your Eyes'	8	30	38
'Coffee in the Morning'	11	29	38
This Little Piggy Went Mar	12	26	38
'There Goes My Heart'	12	26	38
'Over Somebody Else's Shoulder'	13	26	39
In the Shelter from a Shower	14	26	40
'Love Locked Out'	25	25	50
'Do You Miss Me Ton'	24	24	48
Night on the Water'	24	24	48
'Wagon Wheels'	22	20	42
'Without That Certain Thing'	20	20	40
You Have Taken My Heart'	26	26	52

Inside Stuff—Music

Vallee is the hottest tin pan alley topic these days, not so much for the business he's doing at the Hollywood restaurant on Broadway but due to the manner in which he's maintained his standing as a draw. It is considered remarkable for a consistently broadcasting performer in view of the intra-trade knowledge that that's the thing which breaks many artists very shortly after the mike medium has made him famous.

Analysis of Vallee's pyramiding draw includes the merit of his weekly broadcasts and that he realized some years back that croon couldn't stand alone and that he had to become something else besides just a crooning band leader. As a result, after much trepidation when he essayed his first stage lines in George White's "Scandals," he developed that into a comedy asset through going in for mimicry.

Just like Broadway started ribbing Max Baer that the street was getting him, when only those around him know that he'll stand long stretches with his arm tautly upraised lifting a dumbbell just to keep his muscles in ironed condition, similarly Vallee's dressing room habit is keeping his mimicry in condition. For instance, Noel Coward's recordings are Vallee's guide on the Englishman's take-offs, as also disks of other artists whom he personates.

Rudy Vallee's weekly share from the Hollywood restaurant is running over \$4,000 for himself and band. They're guaranteed \$4,400 and Joe Moss splits 50-50 with Vallee over \$17,000 gross on the week. Nitery has been hitting over \$20,000 regularly.

While rates for the hotels with dine and dance rooms have been jacked up appreciably, the American Society of Composers, Authors and Publishers has taken a benign attitude toward the small restaurants and cafes whose music is derived from phonographs and radio sets. Latter spots are in the majority of cases now granted licenses without the payment of even a nominal fee. ASCAP's board of directors figures that this policy will, in addition to garnering the organization good will, steal the thunder of those who charge it with oppressive tactics.

How songs have made bands through close association of idea is well known. "Japanese Sandman," "Whisperin'," "Valencia," "Song of India" and "Rhapsody in Blue" obviously conjure up Whitman as natural association. George Olsen had "Who" and "Horses," "Horses" as musical trademarks for quite a while and "Last Round Up" (via Joe Morrison, Olsen's protege) stood the band in good recently to further revive interest. Same goes for almost any of the name bands, apart from the song themes or signature songs which they all go in for.

Ray Noble, British bandleader, who sells well in America on the Victor label, is a regular HMV (His Master's Voice) house maestro. He's comparable to Nat Shilkret as the American Victor company's lab maestro. What's little known on this side is that Noble's HMV recordings (Victor in the U. S. and Canada) are made expressly with an eye to the American market. Very few of his records are released in England and most of the Noble dance disks for the British market are tunes locally known. Noble-HMV's idea differs from Ambrose, Hylton, et al., who, if they happen to turn out a particularly nifty British dance recording, ship the master over to U. S. for the American market.

ing Crosby's runswick in England are tops. Degree of British interest in Crosby, as a result, has prompted sundry offers for bookings abroad which await only his freedom from Hollywood film contracts. Pictures, too, have furthered Crosby's interest abroad.

Same equation of disk popularity figured in bookings for the Boswell Sisters, Marion Harris, Ellington, Calloway, etc.

Trial board of the New York musicians union held last week that Abe Lyman didn't owe Herb Taylor two weeks' salary but agreed that there was \$25 coming to the arranger-trombonist for a recording date. Claim that Taylor lodged with the board included an item of \$700 which Taylor contended was coming to him in lieu of two weeks' notice.

Coast name band, with considerable of an air rep, is rapidly acquiring adverse criticism from booking managers because the leader and most of his men are almost constantly hitting the booze.

On several recent stage appearances condition of the bandmen has even been apparent to the customers:

TEXAS BANKRUPTCIES

Galveston, Feb. 26. Hollywood Grill, in Houston, opened about six months ago by Jake Friedman and Mack Howard, has filed a voluntary bankruptcy petition listing assets of \$2,393 and liabilities of \$15,000.

S. J. Galdo, operator of one of the oldest restaurants on Galveston beach, has also found the going-to-tough since the free lunch idea has been revived and has filed a bankruptcy petition.

PARADISE REVUE SHORT

The entire Paradise restaurant, N. Y., floor show, has been signed via Joe Rivkin for an Educational short.

Spokane's New Spot Spokane, Feb. 26.

New Hofbrau night spot, is open under Henry Langeloh and Jack Knight.

Letus Bailey's six-piece orchestra will officiate plus floor entertainment.

LE COQ D'OR, N. Y.

Le Coq d'Or is French for Golden Rooster. It's a Russian type restaurant situated in the former Janssen's uptown Hofbrau more recently Tony Sarg's Bohemia. This new venture hopes to get over on a bargain equation. That's its best chance.

The \$1 dinner will be the big draw as it's a Russian-type table d'hôte which also includes a choice of a Manhattan, Martini or orange blossom cocktail. That's a new low in food prices considering the cabaret trimmings that go with it.

These include the swell Georges St. Germaine, a placeable which plays for luncheon sessions in the Terrace Room of the Hotel New Yorker plus Gene Edwards' straight dance combo, plus Mine, Valery (formerly of Chauve Souris) heading an operatic ensemble, plus a vodka school of comedy entertainments headed by the great Sophie (who is mentioned as formerly of the Blue Bird theatre, another type of Russian Chauve Souris).

That's plenty for it. It's quantity anyway. Quality depends. Shandor is plenty okay even if the Coq d'Or is too forte for him. Edwards' number is too forte, as she's admitted down to the bone these traits. Edwards is the one who tried out that black-and-white (colored and white) dance music idea.

One of the best draws the spot has is that ingratiating moults at the door who bows you in and out; he's an asset.

L'ESCARGOT D'OR, N. Y.

Everything very Frenchy these days. This handily means the Génie Small. It's typically French in cluding the most esteemed snails, a nice Gallic delicacy, prepared in this pheasant nitery after the style of the original Parisian Escargot. There's supposed to be a family relation as well.

This was a hideaway until the regular ABC likker lounge came through. The same collection of three come around the portable piano and lots of extempore entertainment. Depends on the night you catch it, in the main.

Abel.

PAR AND U ARE MIXED IN ON TWO SONG SUITS

Writers of two popular songs, "All of Me" and "I Found a Million-Dollar Baby in a Five and Ten-Cent Store," are proceeding against Paramount and Universal respectively for alleged usage of title or song material without proper permission. No legal suit has been started in either case as yet, but attorneys are discussing the matter.

"All of Me" is an Irving Berlin, Inc. tune written by Gerald Marks and Seymour Simons. It's also the title of a recent Paramount film release. Par says the Berlin firm okayed the use of the title (a snatch of the song is utilized for fadeout music), but Marks and Simons contend that the publisher did not have the dramatic rights to the title or song context and that these were retained by the tunesmiths. Par meantime went ahead in the midst of this technical tangle and released the picture.

Julian T. Abeles, attorney for Simons and Marks, is waiting for Lou Diamond, head of Par's music department, to get back from the coast and take it up further.

Abeles is also looking for Billy Rose in the "Million-Dollar Baby" matter against Universal. Song was written by Rose, Harry Warren and Mort Dixon. Remick had been granted only the publication rights, the songwriters retaining all dramatic rights. Warners paid the writers for the dramatic usage of the song in one picture, but Universal, in making an "Oswald" cartoon, dramatized the ditty, but didn't make any financial arrangement with the songwriters. U. C. contends that its blanket synchronization rights contract protects it, but this is disputed under the dramatic material clause.

Robbins' term on the board wound up Dec. 31, and at the January meeting it was decided to put off voting on an extension until a larger representation of the directors were present.

Cut-Scaling to Get Aerial Wire

Becomes Habit of London Bands

MUSICAL POINT

Canadian Performing Rights Sues on Five-Bar Infringement

Toronto, Feb. 26.

First case of its kind ever to be brought against the Canadian National Exhibition or any fair in Canada is the action of the Canadian Performing Rights Society in claiming \$500 damages because the C.N.E. band, during an elephant act in the vaude bill, admittedly played four or five bars five months ago of "Walkin' My Baby Back Home." Judgment has been reserved.

David Chisholm, bandmaster, testified that music for various animal and acrobatic acts was handed to him and that "Walkin'" was part of a medley. Answering the charge that the number was used without permission or payment of fees, defense contended that the amended copyright act permitted the performance of copy-righted music. H. T. Jamison, president of the Canadian Performing Rights Society, claimed that he had acquired the rights for the number from British and American music publishers.

Pabst, Sherman Drop Casino at 1934 Fair

Chicago, Feb.

Pabst and the Hotel Sherman management will not be in on the World's Fair Casino this year. Building owners are now dickering with several other beer manufacturers to take over the dine and dance spot for the expo this summer.

Sherman management is understood to have cleaned close to \$150,000 for its end last summer, while the Pabst beer people barely cleared its overhead.

Set Fowler-Tamara

Denver, Feb. 26.

Following a long engagement at the Hotel Mark Hopkins, San Francisco, Fowler and Tamara, dance team, open March 17 at the local Metropolitan hotel.

Booking set by Music of America.

PONDER JACK ROBBINS

Among the matters slated to receive attention from the directorate of the American Society of Composers, Authors and Publishers at its monthly meeting Wednesday (tomorrow) is the re-election of Jack Robbins. He was inducted last spring to fill out part of the unexpired term of E. F. Bittner, who had resigned.

Robbins' term on the board wound up Dec. 31, and at the January meeting it was decided to put off voting on an extension until a larger representation of the directors were present.

KASSEL'S \$1,600 GROSS

Knoxville, Feb. 26.

Art Kassel and his band grossed \$1,600 at the Chilhowee park ballroom last week.

Announced that Kassel would return here March 9, but understood his tour has been rearranged, and another name band will be substituted.

Noble Sissle played the Nahashayil (Spring Corn Festival) dances at the University of Tennessee, Feb. 22-23.

FIORITO'S SHOOT

Los Angeles, Feb. 26.

Closing at the Hotel St. Francis, San Francisco, March 6, Ted Fiorito band comes here to do a short for Metro. Band also opens at the Ambassador hotel, March 19.

Veloz and Yolanda, ballroom dancers, go into the Ambassador same evening, being brought here from Miami.

London, Feb. 26.

Same situation which inspired the American Federation of Musicians to go after cut-scaling bands in New York, those bands which accepted almost any Broadway berth just to get a radio buildup, obtains here.

Local bands of 14 men are accepting as low as \$850 a week in restaurants or cafés just for a British Broadcasting Co.'s wire. Such a wire only pays about \$200 and hence doesn't make up for the cut-rating, but the BBC wire is deemed a valuable exploitation asset by the bands for benefit of future engagements.

British bandsmen are also going through the same evolutions as their American confreres on salaries as well as disks. Phonograph record sales that were 20,000-a-week, pretty fair, average now is 5,000, rather good under existing circumstances. Unlike the American public that the radio is a killer, this can't be the excuse in England, as the BBC governs its dance music broadcasting with a highly restricted schedule for limited hours. The cost of the day is given over to lectures, educational features, etc., with danceology on the air waves controlled.

With the cut-rating, a \$1,000-a-week engagement for a band is pretty high now, and it has the top orchestras upset since the price difference is so great that it seems bound to influence bonfires to favor the lower-figured orchestra.

IRWIN ORDERS CHANGES IN MUSIC PUBS' CODE

First hearing for the trade on the pop music publishers' code will be held in Washington March 8. Committee responsible for the document has been instructed by Payson Irwin, NRA deputy administrator for the publishing industries, for several revisions, will have to be made.

Irwin in a talk with John G. Paine, chairman of the Music Publishers' Protective Association, last week averred that it would be necessary to reframe the bribery provision so that its phrasology would conform to the language of the National Recovery Act. As the proviso now stands, said Irwin, it has no teeth.

Another clause in the code that needs rewriting is the one dealing with labor. This provision, as rephrased, will declare that if the state labor law is more favorable to the employee the latter will take precedence over labor requirements of the NRA.

Col. Cuts Okeh Price

Chicago, Feb. 26.

Columbia, phonograph returns to the cheap record field by slicing the price on its Okeh disc to 35¢ retail or three for a buck. This takes the place of the previous Harmony disc on the Columbia schedule. Move on cheaper discs follows the lead set by the Brunswick 35¢ Vocalion platter.

Dealer price on Okeh discs now 21¢, compared with previous 45¢ scale for the 78¢ price.

An Aid Friend

HAROLD STERN and His Hotel Montcalm

Broadway's Olympia, NBC chain, continues to gain new admirers because they play the hits of the day, Times as they should be played. Hear them offer: "WE'LL TAKE YOU HOME WHILE THE SUN SHINES"; "JUST COULDN'T TAKE BABY BACK AGAIN"; "TEMPO"; "DANCING IN THE MOONLIGHT"; "THE MOST BEAUTIFUL WALTZ"; "AFTER SUNDOWN".

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